

Acquire • Divest • Finance

# CAPITAL OPPORTUNITY

39% OF CANADIAN SMALL BUSINESS OWNERS PLAN TO SELL THEIR BUSINESS IN THE NEXT FIVE YEARS. **\$1.2 TRILLION IN CAPITAL ASSETS WILL CHANGE HANDS.**

Will business owners and buyers achieve the successful transaction they are looking for? The Capital Opportunity Conference was developed to give both parties insight on the key issues which shape success including:

- How to find the right deal
- How to manage the transition
- How to finance the deal effectively

Sponsor the Capital Opportunity Conference and you'll connect with SME owners and entrepreneurs who are looking for guidance as they go through complex and nuanced business transactions.

**CONTACT US AND SECURE  
YOUR POSITION TODAY!**

[ALBERTAVENTURE.COM/CAPITALOPPORTUNITY](http://ALBERTAVENTURE.COM/CAPITALOPPORTUNITY)

The Capital Opportunity Conference will give a comprehensive overview for small and medium business owners who wish to prepare themselves and their companies for acquiring, divesting, or financing a company purchase or sale. This one day conference, held separately in Edmonton and Calgary, will bring together hundreds of SME business owners, expert speakers, and distinguished sponsors.

## Building on Past Success

On May 17 and 18, 2011, the first Capital Opportunity Conference took place in Edmonton and Calgary and was attended by more than 200 business owners and professionals. Attendees, sponsors, and speakers were extremely pleased with the event. Our post-event survey found that:

- 92.3% of survey respondents reported being satisfied or very satisfied with the event.
- 92.4% of survey respondents reported being satisfied or very satisfied with the networking experience.
- 100% of survey respondents would recommend or maybe recommend this event to a colleague/friend/work associate.

### Sample Comments from Past Attendees

"This was a great event... the quality and content of the presenters was the best part, as you would hope it would be."

-Jim Gregory

"Practical step-by-step advice to business owners contemplating the sale of their businesses."

-Grant Lovig

"The networking opportunity after was very effective and well done."

-Mac Anderson

## Profile of an Attendee

Attendees of this event are highly desirable potential business prospects. We anticipate up to 300 business professionals will be attending this two city event, including:

- Private business or franchise owners who are considering acquiring another business or buying a competitor.
- Private business or franchise owners who are considering selling their business in the next 10 years and wish to prep themselves for the sale.
- Owners and buyers who want to learn how to effectively finance their deals and ensure successful transactions.

Attendees are the key decision-makers for their small or medium sized business. They sign the budgets and decide which products and services to use. The Capital Opportunity Conference offers your company the chance to connect with and impress these worthwhile individuals in a concentrated and meaningful way.

## The Event

This day-long conference, held separately in Edmonton and Calgary, will consist of informative sessions, a keynote speaker, and a panel discussion. Following the conference, a cocktail reception will be held for all attendees, speakers, and sponsors to network and discuss what they've learned.

## Conference Schedule

- Session 1: **How to Find the Right Deal**  
Whether buying or selling, identifying the right prospects and structuring the right deal is the key to success. This session will teach buyers and sellers how to find the deal they've been looking for. (With Bruce Alton, Nunastar Properties)
- Session 2: **Integration and Culture**  
Even with the best strategic fit between two companies, efficient integration is critical. This session will teach the right strategies to get maximum efficiency and productivity between two companies. (With Dustin Anderson, Conroy Ross)
- **Lunch Speaker** - Ray Muzka, Bioware
- Session 3: **Financing the Deal**  
Options for financing an acquisition or building value in your company before selling have never been more plentiful. This session will review the spectrum from traditional sources to alternative financing tools and strategies (T.B.A.)
- Session 4: **Conversation Cafe**  
In this unique concept, sponsors will have the opportunity to interact directly with attendees. A specific topic will be designated for each table and attendees will seek out the discussion items they are most interested in. Sponsors will have the opportunity to suggest topics and provide expert advice and information on the topic.
- Session 5: **Been There, Done That**  
A panel discussion with business owners who have gone through the process of buying or/and selling and will share their experiences (T.B.A.)
- **Networking Reception**

## Dates:

### EDMONTON

MONDAY MARCH 12TH

The Coast Edmonton Plaza Hotel

### CALGARY

WEDNESDAY MARCH 14TH

The Coast Plaza Hotel & Conference Centre Calgary

Note: Speakers are subject to change

## Program Sponsorship - (4 available in total)

As a Program Sponsor, your brand will be tied to a particular session of your choosing (subject to availability). This will give your brand targeted exposure in the context of a specific topic.

### Pre-Event

- Logo placement on a full-page event promotion ad in the March issue of Alberta Venture. Logo deadline for the March issue is February 10th.
- Logo placement on a full-page event promotion ad in the March issue of Alberta Oil. Logo deadline for the March issue is February 10th.
- Logo placement in all applicable online promotions including the Capital Opportunity webpage, the Alberta Venture and Alberta Oil e-newsletters, and mass email campaigns
- Logo placement on a direct mail piece mailed out to prospective attendees
- Two tickets to each city's event (a value of \$550)

### During Event

- Logo placement on all conference signage within the venue
- Logo placement on the projection screen between speaker sessions
- The opportunity to include materials in the Capital Opportunity binder that will be distributed to each attendee
- The opportunity to display a company banner at the conference
- The opportunity to contribute an item to the attendee gift bags
- Participation as table host during the conversation cafe
- Verbal recognition during conference introduction, lunch and at the post conference cocktail reception

### Post Event

- A list of all attendee names and details for your review and use
- Logo placement on two half-page thank-you ads in the April issues of Alberta Venture and Alberta Oil. (A combined value of \$6,545)
- Logo inclusion in any additional media produced from event content (videos, photo galleries, etc)

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Program Sponsorship Price - \$7,000 (Net)

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## ALBERTA VENTURE: ALBERTA'S LEADER IN B2B EVENTS

As the authoritative magazine for Alberta's business community, Alberta Venture is proud to co-present the Capital Opportunity Conference. Annually, Alberta Venture hosts many prestigious events in conjunction with our exclusive list and award programs. Our most notable and valued programs include Alberta's Fast Growth 50, Alberta's Best Workplaces, Most Influential Golf Tournament, Venture 100 + Next 100 Forum, and Alberta's Business Person of the Year. Alberta's business elite know that an event put on by Alberta Venture will deliver a high quality networking experience in conjunction with flawless execution and insightful keynote speakers. When you're working with Alberta Venture, you're working with the industry's best.

### CONTACT INFORMATION

Visit [albertaventure.com/capitalopportunity](http://albertaventure.com/capitalopportunity) for more event details.  
Alternatively contact our sales department at either of the following locations.

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