



# INFORMATION BRIEF

Meeting: November 12<sup>th</sup>, 2024

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## AGRI FOOD INOVATION EXPO

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### **DESCRIPTION:**

The Agri-Food Innovation Expo is offering partnership opportunities that provide visibility through branding and marketing while supporting the key aspects of the event's programming. The MD has expressed interest in collaborating on the Friend Partnership level, Claresholm's half would be \$1250 which fits within the Economic Development advertising budget. Included in the Friend Partnership is two complementary tickets to the event.

### **BACKGROUND:**

The 2nd annual [Agri-Food Innovation Expo](#), held at the Agri-Food Hub and hosted by Lethbridge & District Exhibition this year will take place from November 26-28, 2024. Experts in the agri-food industry provide the latest information on how to source funding, build out brand and develop impactful marketing strategies while focusing on sustainability and innovation. See full agenda details [here](#). Many of the delegates attending this event are small-mid size agri-food businesses in various stages of growth.

### **DISCUSSION/OPTIONS:**

Two tickets are available if some members of Council would like to attend.

### ATTACHMENTS:

- 1.) Agri-Food Expo Itinerary

### APPLICABLE LEGISLATION:

- 1.) none

PREPARED BY: Ali Hemmaway – Economic Development Assistant

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APPROVED BY: Abe Tinney – CAO

DATE: November 4, 2024

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