

March 4, 2024



Subject: Lethbridge & Area B2B Trade & Expo

Outline & Pitch:

We want to help businesses and organizations in Lethbridge & surrounding area, and Alberta, to network and grow, by helping to arrange and host a Business Trade Expo in Lethbridge, which will be a B2B event, strictly for businesses and organizations, including non-profits. In addition to having businesses and organizations exhibit to promote themselves, there will be a conference with key speakers, and networking opportunities.

This is open to exhibitors and visitors from Southern Alberta, province-wide and even nationwide. We welcome all interested parties to contact us with your interest as an exhibitor.

Once there's enough interest, we will then be able to narrow down potential venues, dates, and costs, and identify the optimal solution and ROI for all involved.

<https://www.widasupplychain.ca/>

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Date: TBC – May or September 2024. Duration anticipated for 1 day in first year.

Total number of exhibitors: TBC

Estimated number of visitors: TBC

Proposed Event Partners:

- Lethbridge Chamber of Commerce
- Economic Development Lethbridge
- Chamber of Commerce of surrounding municipalities
- Teconnect / RINSA
- BDC
- Prairies Economic Development Canada

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Features & Benefits to Businesses & Organizations:

- ✓ Find local suppliers.
- ✓ Find new clients/customers.
- ✓ Increase the local economy through local trading.
- ✓ Attract more businesses to Lethbridge, by growing this event annually.
- ✓ Network with local businesses and organizations.
- ✓ Reduce freight and delivery costs by purchasing from local suppliers.
- ✓ Increase Lethbridge's reputation as a thriving and growing business community.
- ✓ Free giveaways from WIDA Procurement.
- ✓ Prize draw to win FREE Supply Chain Services with WIDA Procurement.
- ✓ Promote Lethbridge & Southern Alberta as a great place to do business.
- ✓ Business Conference with Guest Speakers.

Prospective Speakers:

- Keri Drennan – Impact Leader
- Alex Barry, CEO - WIDA Procurement & Supply Chain Solutions Ltd
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Top venue considerations:

- Lethbridge & District Exhibition / Ag & Trade Hub
- Norland Historic Estate
- Southern Alberta Ethnic Association
- Sandman Hotel
- Enmax Centre

Businesses & Organizations interested in exhibiting:

1. WIDA Procurement & Supply Chain Solutions Ltd
2. Jon Remington, Insurance Broker, Hub International
3. Carol Haayema, IG Wealth Management
4. RSS Automotive
5. Treble Victor
6. Scotiabank, Lethbridge Financial Centre
7. CIBC Commercial Banking (4th Ave S Banking Centre)
8. Super Form IFC
9. Southbridge Construction
10. Prairie Stone Concrete
11. Evolv Solar
12. FBC Accounting & Tax Support
13. Hire Standard
14. Neu-Lite Electric Inc
15. CWB National Leasing
16. Energy Smart Canada

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17. Legacy Pharmasave (Scenic Drive North)
18. SACLA / Catalyst
19. One Guy Garage
20. Prairies Economic Development Canada – Alberta Region
21. ADGA Group Consultants Inc. – Converged Security Solutions
22. Challenger Building Supplies
23. Renter's Choice Property Management & RC Construction