



Sponsorship Opportunities:

Raise your profile within Canada's Food Industry!

I.E.Canada's Annual Food Forum is a key source of information on Canadian food quality, compliance and regulations. The Food Forum is a unique opportunity for members of the government and food industry to share knowledge and exchange information. As a result of this forum, Canadian food producers, processors and importers will be better prepared to respond to government initiatives, resulting in an increased level of food safety and regulatory compliance. Members of the Canadian food industry have the opportunity to become world leaders in establishing benchmarks for global food chain safety and security.

Conference Sponsorship

Sponsoring I.E.Canada conferences will put your corporate brand and products prominently before the decision-makers within Canada's trade community. I.E.Canada sponsorship opportunities are designed to provide the best value for your marketing dollar. I.E.Canada's conferences attract the best and the brightest in the food industry: our programs appeal to every level of employee, including presidents and CEOs. I.E.Canada's conference sponsorship opportunities will give you access to your target market.

Here's what sponsorship can do for you:

- Provide you with an opportunity for new sales orders
- Help you build relationships with importers/exporters
- Enable you to raise exposure and enhance your image within the trade community
- Build brand recognition
- Enhance your company's image as a leader and supporter of Canadian importers and exporters
- Generate leads from new customers

Sponsors will receive recognition through pre-show, at-the-show, and post-show benefits as detailed on the following pages.

I.E.Canada is committed to helping you make the most of your investment. Let us customize a sponsorship package that will help to significantly raise your exposure and assist you in leveraging your investment.

For more information on sponsorship opportunities, please contact Jesse Arsenault, Conference Coordinator, by e-mail at jesse@iecanada.com.



Sponsorship Opportunities

\$5,000-Title Sponsor: *Sold*

- Company logo and level of patronage acknowledged in all conference promotional material
- Company logo on signage and screen at the event
- Company acknowledged in Chair's speaking remarks
- Company can include a survey question to Delegates
- Article on company featured in TradeNow (*Formally Tradeweek*)
- Link to company's website from Association's website
- CEO or other senior company representative to introduce Keynote Luncheon Speaker and the opportunity to meet exclusively with the Keynote Speaker.
- 4 complimentary registrations to seminar sessions
- 1 Complimentary table top exhibit space

\$3,000-Participating Sponsor

- Company logo and level of patronage acknowledged in all conference promotional material
- Company logo on signage and screen at the event
- Company can include a survey question to Delegates
- Link to company's website from Association's website
- 2 complimentary registrations to seminar sessions
- 1 Complimentary table top exhibit space

\$2,000-Networking Reception Sponsor

- Company logo and level of patronage acknowledged in all conference promotional material
- Company logo on signage and screen at the event
- Link to company's website from Association's website
- 1 complimentary registration to seminar sessions
- 2 complimentary reception tickets

\$1,500-Break Sponsor (2 Available)

- Company logo and level of patronage acknowledged in all conference promotional material
- Company logo on signage and screen at the event

