

## **2020 CPMA Convention and Trade Show Sponsorship Opportunities Package**

The 95<sup>th</sup> annual CPMA Convention and Trade Show will take place at the Metro Toronto Convention Centre (MTCC) in Toronto, Ontario from Tuesday, May 12, to Thursday, May 14, 2020. The CPMA Convention and Trade Show is Canada's largest fruit and vegetable show, attracting over 4,000 attendees including growers/packers/shippers, wholesalers, retailers, brokers, importers/exporters, food service, transportation, floral, and industry professionals throughout the whole produce supply chain. The theme for the upcoming show is: **We Are Produce – Flavours of the World!**

The CPMA show delivers a premier audience from across the produce supply chain and provides a superb opportunity to raise your organization's profile as a sponsor while supporting your association's goals to enhance the market and facilitate trade of fresh fruits and vegetables for members.

There are six levels of sponsorship:

### **Chairman's Club Sponsor: \$25,000+**

Chairman's Club sponsorship ensures the highest level of corporate visibility and recognition. It is the only level that provides sponsors the opportunity to give a short presentation during their sponsored function. Chairman's Club sponsors also receive continuous corporate exposure throughout the Convention and Trade Show.

### **Platinum Level Sponsor: \$17,500 - \$24,999**

Platinum sponsors receive prominent recognition and access to valuable networking and promotional opportunities. The 2020 CPMA Convention and Trade Show in Toronto is an ideal venue for Platinum sponsors to increase their visibility and position themselves as an industry leader.

### **Gold Level Sponsor: \$10,000 - \$17,499**

Gold sponsors receive visibility at events such as the Delegate Lunch or the CPMA Directors and New Members' Reception. They also have excellent access to extensive publicity opportunities.

### **Silver Level Sponsor: \$2,500 - \$9,999**

Silver sponsors receive recognition for their support of educational activities offered throughout the Convention and Trade Show. These include the Passion for Produce program elements, Retail Produce or oriented activities, Business Sessions and Learning Lounges. Sponsors also have excellent access to publicity opportunities and supplementary event invitations.

### **Bronze Level Sponsor: \$1,000 - \$2,499**

Bronze sponsors can build corporate profile within the produce industry as an active supporter of CPMA initiatives and programs.

### **Friend of CPMA: \$250 - \$999**

Friends of CPMA support the overall program (rather than specific activities) of CPMA's annual Convention and Trade Show.

## List of Benefits per Sponsorship Level

	Chairman's Club Level	Platinum Level	Gold Level	Silver Level	Bronze Level	Friends Level
	\$25,000+	\$17,500 to \$24,999	\$10,000 to \$17,499	\$2,500 to \$9,999	\$1,000 to \$2,499	\$250 to \$999
<b>At Event</b>						
Opportunity to do a short presentation (podium) or show a short video during the sponsored function	●					
Company logo or name shown on screen during sponsored function or session	Logo	Logo	Logo	Name		
Public acknowledgement at sponsored function	●	●	●			
Opportunity to include a non-paper promotional item in the delegate bags (all items need to be pre-approved by CPMA)	●	●	●			
Opportunity to place a promotional item on tables at a business meal function	●	●				
"Sponsor" ribbon for all registered company delegates, companions and exhibitors	●	●	●	●	●	●
<b>Invitations</b>						
CPMA Directors & New Members' Reception	6	4	2			
VIP seats at a meal function excluding the Annual Banquet (tickets for function are included) & acknowledgement	2	2	2			
After Party tickets	6	4	2	1		
Opportunity to pre-select the location of tables in advance for the Annual Banquet (tickets not included)	2	1	1			
<b>Programs/Publications/Newsletter/Website/Social Media</b>						
Sponsor recognition in the Show Program by sponsorship level	Logo	Logo	Logo	Name	Name	Name
Sponsor recognition in show e-bulletins	Logo	Logo				
Sponsor recognition on the convention website	Logo	Logo	Logo	Name	Name	Name
Recognition via @CPMA_ACDL Twitter account before and during the convention	●	●	●			
<b>Signage</b>						
Company logo or name displayed by sponsorship level	Logo	Logo	Logo	Name	Name	Name
Company logo or name displayed on signage or on sponsored item	Logo	Logo	Logo	Name	Name	
<b>Post Event</b>						
Company logo included on the CPMA Thank you ad published in select industry trade publications	●	●	●			

## Chairman's Level Sponsorship Opportunities

### Annual Banquet – Exclusive - \$35,000 -

The Annual Banquet\* is the premier social event of the convention. Guests enjoy a full-course dinner followed by entertainment. The prestigious “Produce Person of the Year” award will be presented by *The Packer* at this event.

*\*Opportunity to provide additional branded décor elements at sponsor's own expense.*

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### Awards Brunch – Exclusive - \$25,500 -

The Awards Brunch\* is a celebration of achievements during which the Mary FitzGerald, Fresh Health and Lifetime Achievement awards are presented to three outstanding contributors to the produce industry. This is a great chance to support high achievement in the produce industry.

*\*Opportunity to provide additional branded décor elements at sponsor's own expense.*

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### Chair's Welcome Reception – Exclusive - \$25,000 -

The Chair's Welcome Reception\* kicks off the convention and is a wonderful networking event where guests have the opportunity to reconnect with friends, colleagues and form new business relationships.

*\*Opportunity to provide additional branded décor elements at sponsor's own expense.*

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### After Party – Exclusive - \$25,000 -

Kick up your heels at the Wednesday night After Party\* and enjoy great entertainment while networking in a relaxed and fun atmosphere. This event provides ample room to get creative with your sponsorship.

*\*Opportunity to provide additional branded décor elements at sponsor's own expense.*

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### Escalator Decals (2) & Well Runners at the MTCC – Exclusive - \$25,000 -

Maximize your corporate brand to all attendees as they step on and off the escalators\* to the Exhibit Hall and key events.

*\*Artwork to be supplied by sponsor.*

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## Platinum Level Sponsorship Opportunities

### Relaxation Lounge – Exclusive - \$20,000 -

The Relaxation Lounge is located outside the trade show floor and offers participants a tranquil area to relax and network. The sponsor can personalize this area to incorporate their corporate look and feel.

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### Lanyards – Exclusive - \$20,000 -

The sponsor will have their logo printed on the show lanyards that will be distributed to over 4,000 participants. Provides maximum corporate exposure.

#### Hotel Room Key Cards – Exclusive - \$18,000 + design & production costs -

Those guests who have reserved within the CPMA’s host hotel will receive a hotel room key card\* branded with the sponsor’s printed logo/message.

*\*Artwork to be supplied by sponsor.*

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#### Keynote Speaker at Wednesday Breakfast – Exclusive - \$17,500 -

The Delegate and Companion Breakfast\* is highlighted by our keynote speaker. This is a prime event to promote your brand to an audience of CPMA delegates.

*\*Opportunity to provide additional branded décor elements at sponsor’s own expense.*

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#### Wednesday Delegate Breakfast – Exclusive - \$17,500

Showcase your produce and elevate your corporate visibility at this industry-focused networking breakfast\* for all delegates.

*\*Opportunity to provide additional branded décor elements at sponsor’s own expense.*

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#### Wednesday Delegate Lunch – Exclusive - \$17,500 –

Showcase your produce and elevate your corporate visibility at this industry-focused networking luncheon\* for all delegates.

*\*Opportunity to provide additional branded décor elements at sponsor’s own expense.*

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#### Wall Graphic at the Intercontinental Hotel – Exclusive - \$17,500

Grab the attention of CPMA 2020 hotel guests with your branded wall graphic\* on display in the lobby of the Intercontinental Hotel.

*\*Artwork to be supplied by sponsor.*

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### **Gold Level Sponsorship Opportunities**

#### Wednesday Delegate Lunch Presentation - \$15,000 -

Lunch and learning are both on the menu at the always popular Delegate Lunch\*. Elevate your corporate visibility at this industry-focused networking luncheon for all delegates.

*\*Opportunity to provide additional branded décor elements at sponsor’s own expense.*

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#### Water Stations (6 Stations) - \$15,000 -

Attendees will see your branding every time they stop for a quick refreshment at one of the water stations placed strategically around the trade show floor. You also have the option to supply branded biodegradable cups.

### Mobile App - \$15,000

Get your company logo front and center on the splash page and customizable corporate content (i.e. ad) on the sponsor page within the mobile app. In addition, your logo will appear on the top banner ad and a push notification will be sent once per day with sponsor text (Tuesday, Wednesday, Thursday) to all users.

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### WiFi - \$15,000

All attendees will see your logo when logging in to use the WiFi at the MTCC and will be redirected to your company website. This sponsor will also be recognized on all signage providing WiFi access information with an option to select a customized password.

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### Delegate Bags - \$12,500

Your corporate logo will appear front and centre, in colour on all the delegate bags.

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### Banner over Escalators - \$12,500

Get your corporate brand noticed on a big banner\* over the escalators leading to the Exhibit Hall and key events.

*\*Artwork to be supplied by sponsor.*

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### Annual Banquet Reception - \$12,000

The reception\* is an excellent opportunity to showcase your brand. This is a hugely popular event as guests get ready to celebrate at the Annual Banquet.

*\*Opportunity to provide additional branded décor elements at sponsor's own expense.*

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### Trade Show Floor Plan - \$10,000

Promote your brand by prominently displaying your customized graphics on the trade show floor plan at the Exhibit Hall entrance for maximum attendee viewing.

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### Trade Show Floor Plan Wayfinder Kiosks - \$10,000

Promote your brand by prominently displaying your logo on three Wayfinder kiosks located on the trade show floor.

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### Hospitality Bar (2 sponsors) - \$10,000 each

The Hospitality Bar\* is where guests gather to unwind and network. The sponsors will have their logo printed on the drink tickets and on other items in the bar (i.e. napkins, coasters – to be determined between sponsor & CPMA).

*\*Artwork to be supplied by sponsor.*

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### Column Wraps on the Registration Level of the MTCC (6 sponsors) - \$10,000 each

Highlight your brand on a column\* on the Registration Level of the MTCC.

*\*Artwork to be supplied by sponsor.*

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### Column Wraps inside the Exhibit Hall of the MTCC (6 sponsors) - \$10,000 each

Showcase your brand on a column\* wrap strategically located on the trade show floor.

*\*Artwork to be supplied by sponsor.*

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### Information Desk - \$10,000

This branded information desk is a one-stop-shop for attendees looking for show or Toronto tourism information.

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### Entertainment (3 sponsors) - \$10,000 each

Enjoy the spectacular entertainment during the Annual Banquet.

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### In-Room Hotel Evening Gift (2 sponsors – Tuesday evening / Wednesday evening) - \$10,000 each

Surprise attendees with a special branded gift when they get back to their hotel room, after having spent a wonderful time at the Chair's Welcome Reception on Tuesday evening, or the After Party on Wednesday evening.

*\*This sponsorship opportunity includes delivery cost of up to 500 items (items to be supplied by sponsor) to hotel rooms.*

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### Video Wall - \$10,000

Conveniently located, the video wall has great visibility during show hours and features a rotation of your logo and short video, along with materials from CPMA and general information.

## Silver Level Sponsorship Opportunities

### Freggie Children's Program - \$7,500

The Freggie Children's Program makes learning about healthy food fun, with an interactive and innovative program geared toward children and their needs.

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### CPMA Directors and New Members' Reception (2 sponsors) - \$7,500 each

The always-popular Directors and New Members' Reception\* offers sponsors high visibility at the first networking event held during the Annual Convention and Trade Show.

*\*Opportunity to provide additional branded décor elements at sponsor's own expense.*

### Elevator Wraps at the Intercontinental Hotel (5 sponsors) - \$7,500 each

Maximize your corporate brand on an elevator wrap\* for all attendees to see at the Intercontinental Hotel.

*\*Artwork to be supplied by sponsor.*

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### Passion for Produce Dinner & Vests - \$7,500

The Passion for Produce Dinner is a team building event where the Passion for Produce participants and program sponsors prepare a dinner with the help of professional chefs. Your corporate logo will appear prominently in colour on the Passion for Produce vests.

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### Women's and Men's Bathroom Branding in the MTCC - \$7,500

Elevate your visibility by promoting your corporate logo on decals in the men's and women's washrooms\* located in the foyer to the Exhibit Hall.

*\*Artwork to be supplied by sponsor.*

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### Passion for Produce Speed Mentoring - \$5,000

Speed mentoring is the most popular part of the Passion for Produce program. Each program participant will have an opportunity to sit down with established produce professionals for career advice and tips on how to succeed in the produce industry.

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### Oxygen Bar (2 sponsors) - \$5,000 each

The popular oxygen bar provides delegates and attendees with the ultimate experience of breathing in therapeutic, scented oxygen, leaving them feeling refreshed, full of energy and detoxified.

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### Charging Stations - \$5,000

Attendees will see your branding every time they stop to charge their phones. Charging stations are located in the Learning Lounge and on the trade show floor.

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### CPMA Directors' Welcome Gift Basket - \$5,000

A special Welcome Gift Basket with the sponsor's logo/message printed on the card, along with a promotional pamphlet or business card, will be hand delivered to all CPMA Directors.

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#### Young Professionals Reception (3 sponsors) - \$5,000 each

This popular reception is an excellent networking opportunity for young professionals in the produce industry under the age of 40.

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#### Women in Produce Reception (3 sponsors) - \$5,000 each

This empowering reception is an excellent networking opportunity for women in the produce industry.

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#### Trade Show Opening Ceremony - \$5,000

The Trade Show Opening Ceremony is the perfect place to raise your visibility as a representative from your company joins the 2020 Organizing Committee to cut the ribbon and to officially open the trade show for business

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#### Directional Floor Decals (20 sponsors) - \$5,000 each

Maximize your exposure with branded floor decals strategically located in a high-traffic area inside the trade show entrance.

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#### Trade Show Aisle Banners (19 sponsors) - \$5,000 each

Get key eyes focused on your branded 10 foot aisle banner on the trade show floor.

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#### Hotel Housekeeping/Do Not Disturb Door Hangers - \$5,000

Spread your message on these branded door hangers\*, provided to attendees staying at our host hotel.

*\*Artwork to be supplied by sponsor.*

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#### Branded Recycling Bins - \$5,000

Attendees will show their commitment towards the environment by recycling in branded bins\* strategically located throughout the trade show floor.

*\*Artwork to be supplied by sponsor.*

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#### Master of Ceremony - \$3,000

The Master of Ceremony is CPMA's official host and is responsible for keeping our guests informed and engaged at all key events.



#### Retail Tour (10 sponsors) - \$3,000 each

A unique educational and networking opportunity, the Retail Tour takes participants through a guided tour of Toronto's retailers and their offerings. These tours are well attended by our international delegates.

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#### Retail Produce Manager Education Session (10 sponsors) - \$3,000 each

This session is specifically geared toward retail produce managers. Sponsorship is the perfect opportunity to reach this key audience.

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#### Food Bloggers Program (10 sponsors) - \$3,000 each

Led by Food Bloggers of Canada, CPMA will host dedicated food bloggers to explore the trade show floor and tell the world about the exciting new products in the produce world.

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#### Dietitians Session (10 sponsors) - \$3,000 each

Dietitians are invited to attend a professional development session where they will learn more about issues and resources, such as *Half Your Plate*, food safety, health claims and more. Following the workshop, the dietitians will discover the world of produce on the trade show floor.

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#### Companion Gift (2 sponsors) - \$2,500 each

A special gift with the sponsor's logo/message printed on the card will be attached hand delivered to all companions.

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#### Passion for Produce Opening Event (8 sponsors) - \$2,500 each

Industry mentors and Passion for Produce Alumni welcome the new Passion for Produce and Career Pathway participants, along with their Career Ambassadors at the Passion for Produce Opening Event.

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#### Coffee Stations (4 sponsors) - \$2,500 each

Your company name will be featured on adjacent signage at each coffee station within the MTCC. You also have the option to supply personalized cups at your own expense and/or create your own signage.

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#### Business Sessions (Unlimited sponsors) - \$2,500 each

Our business sessions feature topics essential to professional development within the produce industry. Sponsor these sessions for great visibility with delegates!

### Learning Lounge (Unlimited sponsors) - \$2,500 each

These learning sessions are held directly on the trade show floor and cover a variety of trending topics. Sponsors will get on-site signage exposure for these popular sessions.

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### Coat & Baggage Check (Unlimited sponsors) - \$2,500

Available to all attendees for their convenience, the coat and baggage check provides great visibility. Your logo will appear on tickets and signage in the coat and baggage check area.

## **Bronze Level Sponsorship Opportunity**

### Companion Program (Unlimited sponsors) - \$1,500 each

Receive company name recognition on companion program signage.

## **Friends of the CPMA • \$250 - \$999**

Friends of the CPMA support the overall program (not specific activities) of CPMA's annual Convention and Trade Show.

## **2020 CPMA Convention and Trade Show – Show Program Advertising Opportunities**

Advertising in the Convention and Trade Show Program offers exposure to your brand and corporate messaging. The Program, distributed during the show, provides attendees with helpful information on events and exhibitors. **(Please note: CPMA retains the right to review and approve the content of all ads).**

- \$15,000 + tax for Back Cover
- \$10,000 + tax for Inside Front/Inside Back Cover
- \$10,000 + tax for Full Page
- \$5,000 + tax for Half Page
- \$2,500 + tax for Business Card
- \$5,000/day + tax (2 sponsors) - Daily e-bulletin on either Wednesday or Thursday

**To customize your sponsorship, please contact:**

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