

### **Exhibitor - \$3,000**

Connection space with custom background, meeting capabilities, connection features and live video chat on Fresh Week platform  
Opportunity to place video on connection space page  
Activity data report post event of Connection space metrics  
Category Tags to assist with search in Expo Hub  
Report of contacts made through exchange of virtual business cards  
Featured Products linked to searchable Product and Services area  
Company description in Fresh Week directory mailed to CPMA members and Canadian retailers and emailed to all attendees

### **Silver Level - \$6,000**

*All the benefits of exhibitor PLUS:*

Recognition in email blast to all attendees registered before start of event  
Connection space upgrade to include sidebar product feature

### **Gold Level - \$10,000**

*All the benefits of Silver level PLUS:*

Sponsor recognition in slide at end of recorded sessions  
Access to your personal CPMA Fresh Week concierge  
CPMA social media post pre-event  
Company logo on main landing page for event in sponsor section

### **Platinum Level - \$17,500**

*All the benefits of Gold level PLUS:*

Lead retrieval of passive contacts from connection space  
Sponsor recognition on all attendee emails  
Customized LinkedIn post with your logo prior to Fresh Week  
Rotating ad space on the main landing page that links directly to your connection space  
1 product placement in the New Product Showcase (if it meets criteria)

### **Chairman Club - \$25,000**

*All the benefits of Platinum level PLUS:*

One pop up notification directing attendees to your connection space  
Polling question of your choice asked during opening speaking session  
Company logo on Fresh Week landing page & speaker introduction pages  
Opportunity to post an invitation video to Fresh Week website pre-show  
One customized activation or activity sponsorship to be confirmed with CPMA

## Exhibitor

- Connection Space with custom background and live video chat on Fresh Week platform
- Opportunity to add video to Connection Space
- Activity data report post event of connection space metrics
- Category Tags to assist with search in Expo Hub
- Report of contacts made through exchange of virtual business cards
- Up to 10 featured Products linked to searchable Product and Services area
- Logo placement on Fresh Week website landing page
- Company description in Fresh Week guide mailed to CPMA members and Canadian retailers and emailed to all attendees

## Silver Level

- Connection Space with custom background and live video chat on Fresh Week platform
- Opportunity to add video to Connection Space
- Activity data report post event of connection space metrics
- Category Tags to assist with search in Expo Hub
- Report of contacts made through exchange of virtual business cards
- Up to 10 featured Products linked to searchable Product and Services area
- Logo placement on Fresh Week website landing page
- Company description in Fresh Week guide mailed to CPMA members and Canadian retailers and emailed to all attendees
- Recognition in email blast to all attendees registered before start of event
- Connection Space upgrade to include sidebar product feature

# Gold Level



- Connection space with custom background and live video chat on Fresh Week platform
- Opportunity to add video to Connection space
- Activity data report post event of connection space metrics
- Category Tags to assist with search in Expo Hub
- Report of contacts made through exchange of virtual business cards
- Up to 15 featured Products linked to searchable Product and Services area
- Logo placement on Fresh Week website landing page
- Company description in Fresh Week guide mailed to CPMA members and Canadian retailers and emailed to all attendees
- Recognition in email blast to all attendees registered before start of event
- Connection space upgrade to include sidebar product feature
- Sponsor recognition in slide at end of recorded sessions
- Access to your personal CPMA Fresh Week concierge
- CPMA social media post pre-event
- Company logo on sponsor page

# Platinum Level

- Connection space with custom background and live video chat on Fresh Week platform
- Opportunity to add video to Connection space
- Activity data report post event of connection space metrics
- Category Tags to assist with search in Expo Hub
- Report of contacts made through exchange of virtual business cards
- Up to 20 featured Products linked to searchable Product and Services area
- Logo placement on Fresh Week website landing page
- Company description in Fresh Week guide mailed to CPMA members and Canadian retailers
- Recognition in email blast to all attendees registered before start of event
- Connection space upgrade to include sidebar product feature
- Sponsor recognition in slide at end of recorded sessions
- Access to your personal CPMA Fresh Week concierge
- CPMA social media post pre-event
- Company logo on sponsor page
- Ad in Fresh Week guide mailed to CPMA members and Canadian retailers and emailed to all attendees
- Product featured in New Product Showcase (new products must be released since April 2020)
- Lead retrieval of passive contacts from Connection space
- Customized LinkedIn post with your logo prior to Fresh Week
- Rotating ad space on the main landing page that links directly to your Connection space

# Chairman Club Level

- Connection space with custom background and live video chat on Fresh Week platform
- Opportunity to add video to Connection space
- Activity data report post event of connection space metrics
- Category Tags to assist with search in Expo Hub
- Report of contacts made through exchange of virtual business cards
- Up to 20 featured Products linked to searchable Product and Services area
- Logo placement on Fresh Week website landing page
- Company description in Fresh Week guide mailed to CPMA members and Canadian retailers and emailed to all attendees
- Recognition in email blast to all attendees registered before start of event
- Expo hub page upgrade to include sidebar product feature
- Sponsor recognition in slide at end of recorded sessions
- Access to your personal CPMA Fresh Week concierge
- CPMA social media post pre-event
- Company logo on sponsor page
- Ad in Fresh Week guide mailed to CPMA members and Canadian retailers
- Product featured in New Product Showcase (new products must be released since April 2020)
- Lead retrieval of passive contacts from Connection space
- Customized LinkedIn post with your logo prior to Fresh Week
- Rotating ad space on the main landing page that links directly to your Connection space
- One pop up notification directing attendees to your Connection space
- Polling question of your choice asked during opening speaking session
- Company logo on Fresh Week landing page & speaker introduction pages
- Opportunity to post an invitation video to Fresh Week website pre-show
- One customized activation or activity sponsorship TBD with CPMA