

CPMA 2022 Convention and Trade Show Sponsorship Opportunities Package

The 96th Annual CPMA Convention and Trade Show will take place at the Palais des congrès de Montréal (Palais) in Montreal, Quebec from Tuesday, April 5 to Thursday, April 7, 2022. CPMA 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 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 "*Connect, Advocate and Grow*" the produce industry.

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 2022 CPMA Annual Convention and Trade Show in Montreal 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
At Event						
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	●	●	●	●	●	●
Invitations						
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			
Programs/Publications/Newsletter/Website/Social Media						
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_ACDFL Twitter account before and during the convention	●	●	●			
Signage						
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	
Post Event						
Company logo included on the CPMA Thank you ad published in select industry trade publications	●	●	●			

Chairman's Level Sponsorship Opportunities – \$25,000+

ANNUAL BANQUET – EXCLUSIVE - \$35,000 - Sold

AWARDS BRUNCH – EXCLUSIVE - \$25,500

The Awards Brunch* is a celebration of achievements presented to 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.*

CHAIR'S WELCOME RECEPTION – EXCLUSIVE - \$25,500 – Sold

AFTER PARTY – EXCLUSIVE - \$25,000 – Sold

Platinum Level Sponsorship Opportunities – \$17,500 - \$24,999

RELAXATION LOUNGE – EXCLUSIVE - \$20,000 - Sold

LANYARDS – EXCLUSIVE - \$20,000 - Sold

HOTEL ROOM KEY CARDS (+ production costs) – EXCLUSIVE - \$18,000 - Sold

KEYNOTE SPEAKER AT WEDNESDAY BREAKFAST (2 Sponsors) – EXCLUSIVE - \$15,000 each

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.*

WEDNESDAY DELEGATE BREAKFAST – EXCLUSIVE - \$17,500 - Sold

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*

WEDNESDAY DELEGATE LUNCH PRESENTATION (2 Sponsors) - \$15,000 each

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.*

BANNER 500 LEVEL - \$17,500 *New*

Grab the attention of CPMA 2022 convention guests with your branded wall graphic* on display in the 500 level of the Palais - outside the main Plenary room.

**Artwork to be supplied by sponsor.*

REEFERS (IN-KIND) – EXCLUSIVE

Gold Level Sponsorship Opportunities – \$10,000 - \$17,499

WATER 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*

**Artwork to be supplied by sponsor.*

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.

WIFI – \$15,000 - Sold

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

OUTSIDE COLUMN WRAPS AT THE WESTIN HOTEL & THE GOBO - \$15,000 - Sold

ESCALATORS LEADING FROM CONCOURSE TO REGISTRATION AREA - \$15,000 - Sold

Get your corporate brand noticed on the escalators leading to the registration area and key events.

**Artwork to be supplied by sponsor.*

DELEGATE BAGS – \$12,500

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

ANNUAL BANQUET RECEPTION – \$12,000 – Sold

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.*

TRADE SHOW FLOOR PLAN – \$10,000 – Sold

Promote your brand by prominently displaying your customized graphics on the trade show floor plan at the Exhibit Hall entrance for maximum attendee viewing. Your logo will also appear on the online floor plan map

INTERACTIVE TRADE SHOW FLOOR PLAN KIOSKS – \$10,000

Promote your brand by prominently displaying your logo on three Way finder kiosks located on the trade show floor. Your logo will also appear on the online floor plan map

HOSPITALITY BAR (3 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). Your logo will also appear on the main bar table graphic decal

**Artwork to be supplied by sponsor.*

COLUMN WRAPS (3 SPONSORS) IN THE FOYER OF THE PALAIS DES CONGRES DE MONTREAL - \$10,000 each – Sold

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

**Artwork to be supplied by sponsor.*

COLUMN WRAPS (8 SPONSORS – 6 remaining) INSIDE THE EXHIBIT HALL OF THE PALAIS DES CONGRES DE MONTREAL - \$10,000 each

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

**Artwork to be supplied by sponsor.*

INFORMATION DESK – \$10,000

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

**Artwork to be supplied by sponsor.*

ENTERTAINMENT (3 SPONSORS) - \$10,000 each - Sold

Enjoy the spectacular entertainment during the Annual Banquet.

ADVANCE WAREHOUSE – IN KIND

IN-ROOM HOTEL EVENING GIFT (2 SPONSORS) - \$10,000 each (1 Tuesday, 1 Wednesday) - \$10,000 each- Sold

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.*

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.

DECALS (8) ON THE REVOLVING DOORS AT THE WESTIN HOTEL - \$10,000 - Sold

GRAPHIC ON CONCOURSE WALL MEASURING 8'X20' (3 Sponsors) – \$10,000 each

Maximize your corporate brand on the concourse wall* at the Palais for all attendees to see.

**Artwork to be supplied by sponsor.*

HOTEL TV AD PROMO - \$10,000

Maximize your corporate brand on the Hotel TV for CPMA Block* at the Intercontinental Hotel for attendees to see.

**Ad to be supplied by sponsor.*

HEALTH APP - \$10,000 - Sold

Maximize your corporate brand on our CPMA Montreal 2022 Convention Health App that will be made available to all attendee's. The 'Step Challenge App' is an app that lets attendees track their steps throughout the week and challenge their peers in a race to the top of the leaderboard for most active participant.

ELEVATOR 6 WRAPS (6 sponsors – 2 remaining) AT THE WESTIN HOTEL - \$10,000 each

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

**Artwork to be supplied by sponsor.*

ELEVATOR 3 WRAPS (3 sponsors) AT THE INTERCONTINENTAL HOTEL - \$10,000 each

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

**Artwork to be supplied by sponsor.*

DOOR PANEL CLINGS ON MAIN PALAIS OUTSIDE ENTRANCE DOORS (2 Sponsors) – \$10,000 each - Sold

Maximize your corporate brand on the main palais entrance doors. **Artwork to be supplied by sponsor.*

GLASS PANEL CLINGS ON MAIN PALAIS OUTSIDE ENTRANCE WINDOW (3 Sponsors) - \$10,000 each

Maximize your corporate brand on the main palais outside entrance window. **Artwork to be supplied by sponsor.*

STAIRS LEADING FROM CONCOURSE TO REGISTRATION AREA - \$10,000 - Sold

Maximize your corporate brand along the stairs leading from the concourse to registration area.

**Artwork to be supplied by sponsor.*

Silver Level Sponsorship Opportunities - \$2,500-\$9,999

TRADE SHOW AISLE BANNERS (27 Sponsors) - \$7,500 EACH

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

**Artwork to be supplied by sponsor.*

ESCALATOR PILLARS LEADING TO FOYER OF THE PALAIS DES CONGRES DE MONTREAL (2 Sponsors) - \$7,500

Highlight your brand on an escalator column* on the Registration Level of the Palais.

**Artwork to be supplied by sponsor.*

MINI MEETING ROOM BRANDING 500 LEVEL (4 Sponsors) - \$7,500

Highlight your brand on one of our mini meeting rooms * on the 500 Level of the Palais.

**Artwork to be supplied by sponsor.*

CHARGING STATIONS - \$5,000

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

POWERBANKS - \$5,000

Attendees will see your branding every time they stop to charge their phones. Powerbanks are located throughout the trade show floor.

PASSION FOR PRODUCE SPEED MENTORING (2 sponsors-1 remaining) - \$5,000 EACH

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.

YOUNG PROFESSIONALS RECEPTION (MULTIPLE Sponsors) - \$5,000 EACH

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

WOMEN IN PRODUCE RECEPTION (MULTIPLE Sponsors) - \$5,000 EACH

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

TRADE SHOW AISLE BANNERS (27 SPONSORS) - \$5,000 EACH

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

GLASS PANEL SIGNAGE (10 sponsors- 9 remaining) - \$5,000 EACH

Get your branding front and center with a large decal on one of the glass panels surrounding the escalator in the foyer of the Palais across from Registration.

**Artwork to be supplied by sponsor.*

HOTEL HOUSEKEEPING / DO NOT DISTURB HANGERS (3 sponsors) - \$5,000 EACH

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

**Artwork to be supplied by sponsor.*

BRANDED RECYCLING BINS (3 sponsors- 2 remaining) - \$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.*

DAILY E-NEWSLETTER (2 sponsors -WEDNESDAY & THURSDAY MORNING) -\$5,000 EACH + TAX

COFFEE STATIONS (4 sponsors) - \$5,000 EACH

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

RETAIL TOUR (10 sponsors) - \$3,000 EACH

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

RETAIL PRODUCE MANAGER EDUCATION SESSION (10 sponsors- 9 remaining) - \$3,000 EACH

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

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.

PASSION FOR PRODUCE TRANSPORTATION AND TOUR (2 sponsors) - \$2,500 EACH

A unique educational opportunity, the Passion for Produce Tour takes participants through a guided tour of Montreal's retailers and their offerings. These tours are well attended by our Passion for Produce delegates.

COMPANION GIFT (2 sponsors- 1 remaining) - \$2,500 EACH

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

PASSION FOR PRODUCE OPENING EVENT (8 sponsors- 7 remaining) - \$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.

BUSINESS SESSIONS – UNLIMITED - \$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 - \$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.

COAT & BAGGAGE CHECK – UNLIMITED - \$2,500 EACH

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 - \$1,000 - \$2,499

COMPANION PROGRAM (UNLIMITED sponsors) - \$1,500 EACH

Receive company name recognition on companion program signage.

GENERAL CONTRIBUTION (UNLIMITED)

Friends of the CPMA - \$250 - \$999

FRIENDS OF THE CPMA SUPPORT THE OVERALL PROGRAM (NOT SPECIFIC ACTIVITIES) OF CPMA'S ANNUAL CONVENTION & TRADE SHOW.

CPMA 2022 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 has 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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