



**CPMA**  
CONVENTION  
+TRADE SHOW



# CPMA 2026 CONVENTION & TRADE SHOW SPONSORSHIP





## CHAIRMAN'S CLUB

\$ 25, 000+

### ANNUAL BANQUET

The Annual Banquet is the premier social event of the convention. Guests enjoy a full-course dinner followed by entertainment.

\$37,500



## CHAIRMAN'S CLUB

### CHAIR'S WELCOME RECEPTION

\$27,500

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.



## CHAIRMAN'S CLUB

### AWARDS BRUNCH

**SOLD**

The Awards Brunch is a celebration of achievements during which the Young Professionals, 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.



**\$25,500**

## CHAIRMAN'S CLUB

### AFTER PARTY

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.



**\$25,000**





## CHAIRMAN'S CLUB

### ESCALATOR WRAP AT THE MTCC

**SOLD**

This premium sponsorship ensures repeated exposure. Attendees will inevitably encounter your brand multiple times daily, as they travel between registration, meal functions, meetings, and the exhibit floor throughout the convention. Down from levels 600, 700, and 800



**\$25,000**



**\$25,000**

## CHAIRMAN'S CLUB

### LANYARDS

**SOLD**

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



## CHAIRMAN'S CLUB

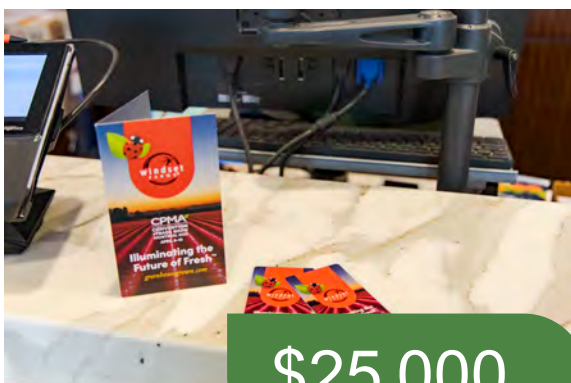
### RELAXATION LOUNGE

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

\$25,000

## CHAIRMAN'S CLUB

### HOTEL ROOM KEY CARDS (+ PRODUCTION COSTS)



\$25,000

Those guests who have reserved within the various CPMA hotel room blocks will receive a hotel room key card branded with the sponsor's printed logo/message.



## PLATINUM

\$17,500 - \$ 24, 999

### KEYNOTE SPEAKER AT WEDNESDAY BREAKFAST

**SOLD**

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.



**\$20,000**

## PLATINUM

### WEDNESDAY DELEGATE BREAKFAST

**SOLD**

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



**\$20,000**





## PLATINUM

### PEDESTRIAN SCREEN AT BILLY BISHOP AIRPORT

With over 200K impressions per 4 weeks this is a great place for your brand to be viewed first.



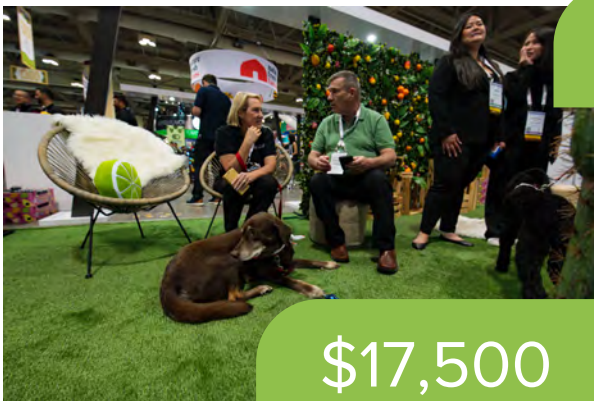
**\$20,000**

## PLATINUM

### WELLNESS AREA - THERAPY DOGS

SOLD  
Support mental health, relaxation, and overall wellness with the calming presence of therapy dogs and position your brand as one that cares about more than just business—it cares about people.

**\$17,500**



## PLATINUM

### HOSPITALITY BAR DELTA

Easel signs, branded coasters and napkins, custom drink and drink tickets included in package



**\$17,500**



## PLATINUM

### WIFI

All attendees will see your logo when logging in to use the WiFi at the Metro Toronto Convention Centre be redirected to your company website. This sponsor will also be recognized on all signage providing WiFi access information.



**\$17,500**

## PLATINUM

### WATER STATION + CHARITABLE BOTTLE PACKAGE

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.



**\$17,500**

## PLATINUM

### AZURE BAR AT THE INTERCONTINENTAL HOTEL PACKAGE

This premium opportunity positions your organization at the social center of the event's after hours activities, bar branding, custom drink and drink tickets.



**\$17,500**





## PLATINUM

### ANNUAL BANQUET RECEPTION

\$17,500

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.

## PLATINUM

### MAIN LOBBY WALL INTERCONTINENTAL

Ensure your brand is prominently displayed for all attendees throughout their hotel experience in this high traffic area

\$17,500



## PLATINUM

### MOBILE APP

Get your company logo front and center on the splash page and customizable corporate content 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 to all users.

\$17,500



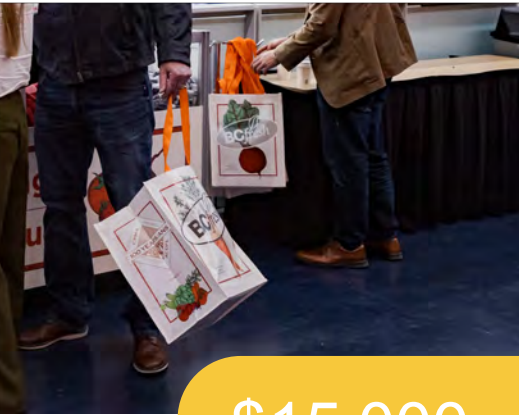
- Exhibitors
- Floor Plan
- Schedule
- CPMA Sponsors
- App Sponsor

# GOLD

\$10,000 - \$17,499

## DELEGATE BAGS

Your corporate logo will appear front and center, in color on all the Delegate Bags.



\$15,000

# GOLD

## MAIN LOBBY VIDEO SCREEN INTERCONTINENTAL

Welcome attendees and guests with your brand message as they arrive with this large video screen in the InterCon lobby.



\$15,000





## GOLD

### FRONT DESK GRAPHIC INTERCONTINENTAL

Capture the attention of every attendee with prominent brand placement during check-in, check-out, and every time they enter the lobby.



\$15,000

## GOLD

### WALL DECAL FACING TRADE SHOW ENTRANCE

Maximize your brand visibility on Level 800- home to the exhibit hall and numerous meeting rooms, ensuring high attendee traffic throughout the event.



\$15,000

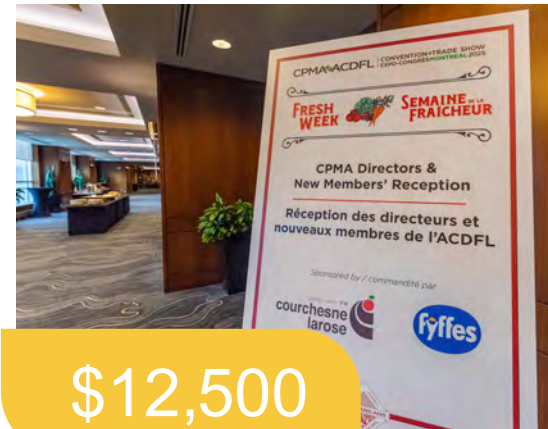


## GOLD

### DIRECTOR AND NEW MEMBER'S RECEPTION

**SOLD**

Sponsor the exclusive new member reception, a consistently well-attended gathering that brings together the association's newest members distinguished board members, and invited guests in an intimate networking environment.



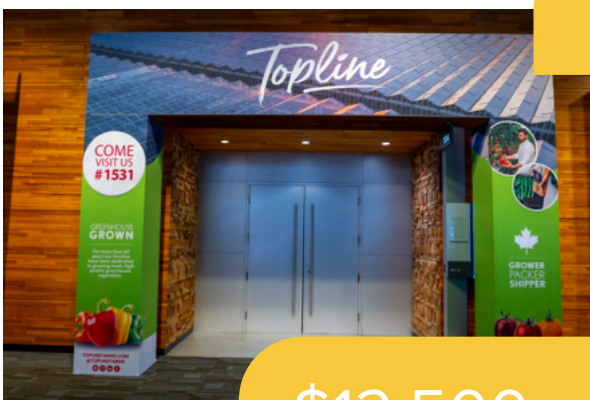
\$12,500

## GOLD

### FABRIC ARCHWAY

**SOLD**

Ensure your company name/logo is seen by every participant with a branded meeting room archway



\$12,500





## GOLD

### CONCIERGE DESK GRAPHIC - INTERCONTINENTAL

\$12,500

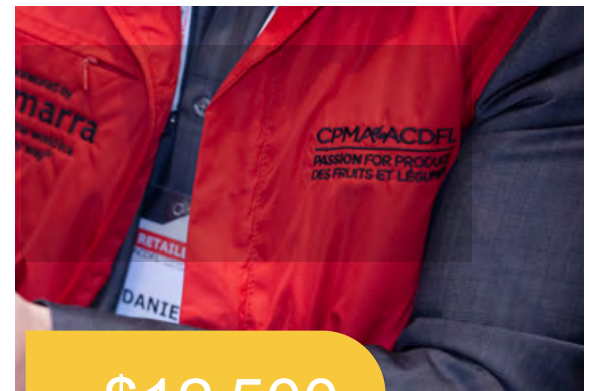
Strategic brand placement at the concierge desk - a key guest touchpoint visible to all hotel guests.

## GOLD

### PASSION FOR PRODUCE DINNER & VESTS

**SOLD**

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 color on the Passion for Produce vests.



\$12,500

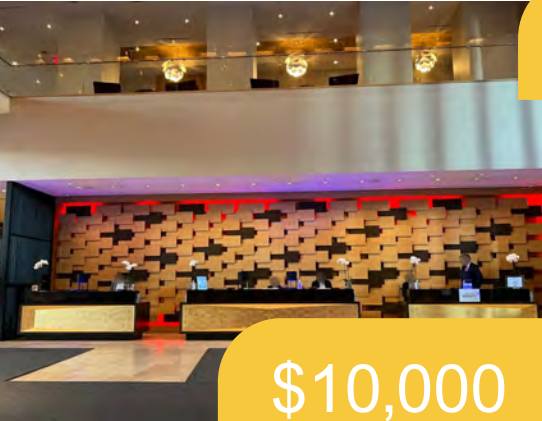


## GOLD

### DELTA BANNER ABOVE FRONT DESK

Strategic brand placement in the hotel lobby, ensuring visibility to event attendees and hotel guests alike.

\$10,000



## GOLD

### PILLAR WRAPS AT THE MTCC 600 LEVEL 800 LEVEL

Strategic pillar placement delivers 360-degree visibility and repeated brand exposure as attendees move through high-traffic areas.

\$10,000







## GOLD

### COLUMN WRAP INSIDE THE EXHIBIT HALL

Showcase your brand on a column wrap strategically located inside the Exhibition Hall of the trade show.

\$10,000

## GOLD

### INFORMATION DESK

This sponsorship transforms a functional necessity into a powerful branding opportunity, positioning your company as a trusted partner dedicated to enhancing the attendee experience.



\$10,000



## GOLD



\$10,000

### DECAL ON THE REVOLVING DOORS AT THE DELTA HOTEL

Make your brand the first and last impression for every guest by sponsoring the revolving doors at the host hotel. This sponsorship opportunity ensures your company logo and messaging are seen by all who enter and exit the hotel throughout their stay.

## GOLD

### BANQUET ENTERTAINMENT

Sponsor the closing banquet entertainment and make your brand the final, lasting impression of the week. With key decision-makers and industry leaders all gathered together for this celebratory finale, your sponsorship associates your brand with success and celebration.



\$10,000





## GOLD

### TRADE SHOW FOOD STATIONS **NEW THIS YEAR**

Food stations will be available on the trade show floor. Attendees and exhibitors can enjoy grab-and-go options, with sponsor branding featured on signage, menus, and table displays. Sponsors may also provide product for menu inclusion, developed in partnership with the convention centre, with recognition beside the featured item.



**\$10,000**

## GOLD

### ROBOT - CUSTOM

**SOLD**  
An innovative rolling digital display that brings the advertisements and promotions directly to exhibitors and attendees.

- equipped with a 23.8" high resolution front facing screen
- 4 open-access trays
- AI algorithms for optimized route planning
- 88lbs carrying capacity
- custom voice announcements



**\$10,000**



## GOLD

### ELEVATOR WRAP AT THE DELTA

Elevator rides create a focused 30-60 second window where your brand has undivided attention.

Attendees will encounter your sponsorship every time they travel to their rooms, head to meetings, or leave for event activities – resulting in dozens of high-quality impressions per person throughout their stay.



**\$10,000**

## GOLD

### ELEVATOR WRAP AT THE INTERCONTINENTAL

Turn elevator rides into exclusive advertising moments where your brand enjoys 30-60 seconds of uninterrupted audience engagement. Attendees view your sponsorship on every vertical journey throughout their stay, accumulating dozens of memorable brand impressions as they travel between floors.



**\$10,000**





## GOLD

### STAGE DECOR FOR ALL MEAL FUNCTIONS FLORAL

This partnership beautifies the dining space while keeping your brand prominently displayed during all meal functions. Your company gains association with the upscale ambiance that facilitates networking and enhances the overall attendee experience



**\$10,000**

## GOLD

### CENTER PIECE SPONSORSHIP FLORAL

This premium sponsorship positions your company as a key contributor to the evening's elegant atmosphere while guaranteeing sustained visibility throughout the prolonged dining experience.



**\$10,000**



## GOLD

### IN-ROOM HOTEL EVENING GIFT (2 SPONSORS TUES/WED)

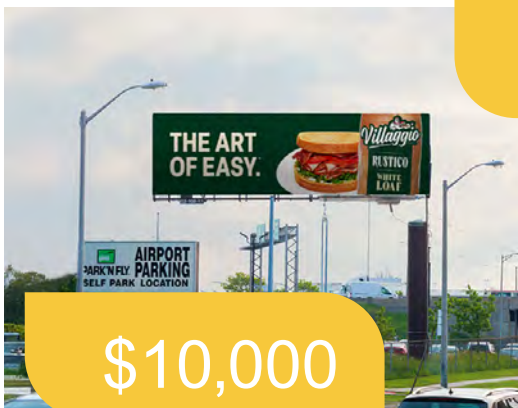
This sponsorship positions your company as a gracious host, and offers uncluttered brand exposure in a private setting where guests can fully appreciate your gesture.



\$10,000

## GOLD

### OUTDOOR BILLBOARD



\$10,000

## GOLD

### STEP CHALLENGE APP

Transform fitness into a branded experience that keeps your company top-of-mind with every step.



\$10,000





## SILVER

\$2,500 - \$9,999

### HOTEL HOUSEKEEPING/DO NOT DISTURB HANGERS

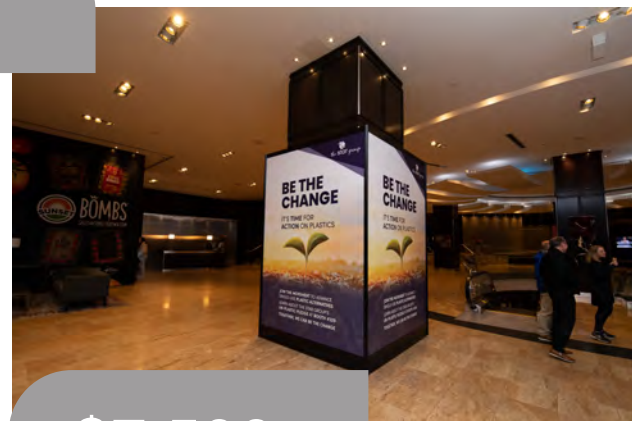
Deliver your message directly to attendees' hotel rooms through branded door hangers. This practical sponsorship creates multiple brand impressions as guests utilize them during their stay.

\$7,500

## SILVER

### MAIN LOBBY PILLAR - INTERCONTINENTAL

This strategic placement maintains your brand presence throughout the complete attendee experience, connecting hotel and venue touchpoints. The hotel atmosphere enhances brand engagement while establishing your company as a valued part of their entire stay.



\$7,500



## SILVER

### DIGITAL WELCOME SIGN AT THE MTCC

Greet every attendee with your brand message as they arrive on level 500, the MTCC's street-level main entrance. This prime location offers direct access to all ground transportation options, including taxi, rideshare, and bus pickup/drop-off zones, as well as immediate access to the covered walkway system that connects our various event venues.



\$7,500

## SILVER

### CPMA DIRECTOR'S WELCOME GIFT BASKET

Maximize your investment value through direct engagement with key stakeholders in a distraction-free setting, cultivating relationships with industry leaders who drive strategic business initiatives.



\$5,000





## SILVER

### YOUNG PROFESSIONALS RECEPTION

This new reception is an excellent networking opportunity for young professionals in the produce industry.



**\$5,000**

## SILVER

### WOMEN IN PRODUCE RECEPTION

A reception celebrating women in produce and their impact on the industry.



**\$5,000**



## SILVER

### DELTA OUTSIDE WINDOW PANEL

\$5,000

Transform functional hotel amenities into powerful brand ambassadors working 24/7 throughout attendees' stays.

## SILVER

### GLASS RAILING DECALS ON THE 700 LEVEL MTCC

\$5,000

Convert prime glass railing surfaces into strategic brand touchpoints that connect with attendees throughout this high-traffic zone and transition space.





## SILVER

### BRANDED RECYCLING BINS



\$5,000

## SILVER

### PASSION FOR PRODUCE SPEED MENTORING



\$5,000

## SILVER

### TRADE SHOW AISLE BANNER



\$5,000

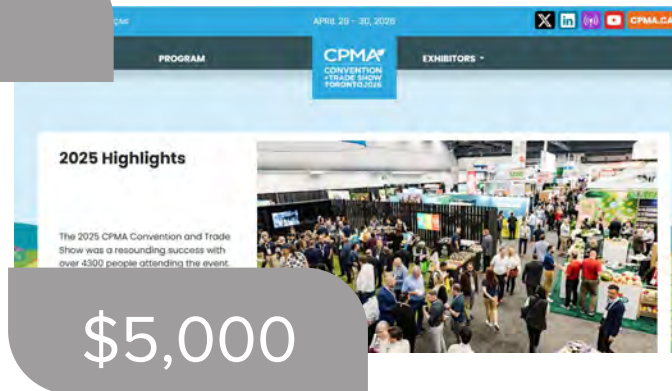
Single placement reaches maximum attendee volume as all participants use aisle banners to identify exhibitors, sessions, and services.



## SILVER

### DAILY E-NEWSLETTER

Secure consistent visibility with every attendee as newsletters are essential event communication distributed to all participants each day.



**\$5,000**

## SILVER

### COFFEE STATION

Associate your brand with the daily coffee ritual that fuels productivity while capturing attendees at prime conversation centers where business connections naturally develop.



**\$5,000**





## SILVER

### RETAIL TOUR

Establish your brand as a knowledge leader by supporting hands-on learning experiences that benefit the entire industry's professional development.



**\$3,000**

## SILVER

### HALF YOUR PLATE SYMPOSIUM HEALTH PROFESSIONALS

Reach influential health professionals including dietitians and nutritionists who directly impact consumer produce recommendations and purchasing decisions.



**\$3,000**



## SILVER

### PASSION FOR PRODUCE AND ALUMNI OPENING EVENT

Invest in industry education while establishing your brand as an essential partner in professional development and produce industry excellence.

\$3,000

## SILVER

### DIRECTIONAL FLOOR DECAL

Guide attendees toward their destinations while directing them toward your brand message at every step.



\$2,500





## SILVER

### LEARNING LOUNGE

Transform education into engagement while positioning your brand as an essential partner in professional growth and industry excellence.



\$2,500

## SILVER

### BUSINESS SESSION

Associate your brand with comfortable, collaborative settings that encourage networking and relationship building among engaged participants.



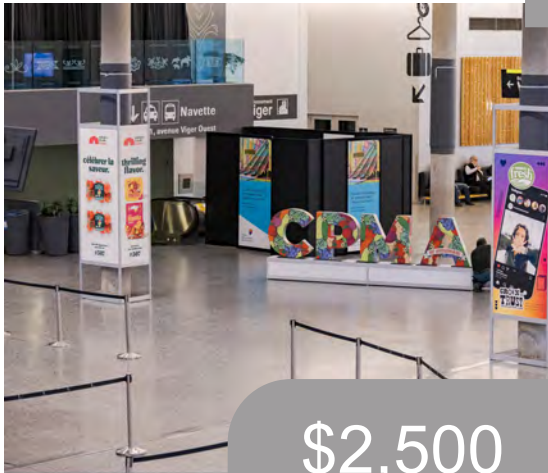
\$2,500



## SILVER

### COAT & BAGGAGE CHECK

Position your company at the beginning and end of attendees' experience, creating positive service impressions



\$2,500



## BRONZE

\$1,000 - \$2,499

GENERAL CONTRIBUTION  
(UNLIMITED)



# ADDITIONAL BENEFITS PER SPONSORSHIP LEVEL

	Chairman's Club Level	Platinum Level	Gold Level	Silver Level	Bronze Level
	\$25,000+	\$17,500 to \$24,999	\$10,000 to \$17,499	\$2,500 to \$9,999	\$1,000 to \$2,499
<b>At Event</b>					
Opportunity to show a short video during a meal function	●				
Company logo or name displayed during sponsored function or session	Logo	Logo	Logo	Name	
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 and exhibitors	●	●	●	●	●
<b>Invitations</b>					
CPMA Directors & New Members' Reception	4	2			
<b>Programs/Publications/Newsletter/Website/Social Media</b>					
Sponsor recognition in the mobile app	Logo	Logo	Logo	Name	Name
Sponsor recognition in show e-bulletins	Logo	Logo			
Sponsor recognition on the convention website	Logo	Logo	Logo	Name	Name
Sponsor recognition via CPMA social media apps before and during the convention	●	●	●		
<b>Post Event</b>					
Company logo included on the CPMA Thank you ads published in select industry trade publications	●	●	●		
Recognition in the CPMA PN post show	Logo	Logo	Logo	Name	Name