CPMA
CONVENTION
+TRADE SHOW

CPMA CONVENTION & TRADE SHOW SPONSORSHIP

2026

Canadian Produce Marketing Association • Association canadienne de la distribution de fruits et légumes
162 promenade Cleopatra Drive, Ontario K2G 5X2 Canada • (+1) 613 226 4187

CHAIRMAN'S CLUB

$ 25, 000+

ANNUAL BANQUET

SOLD

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

$37,500

$27,500

CHAIRMAN'S CLUB

CHAIR'S WELCOME RECEPTION

SOLD

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.

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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

$25,000

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.

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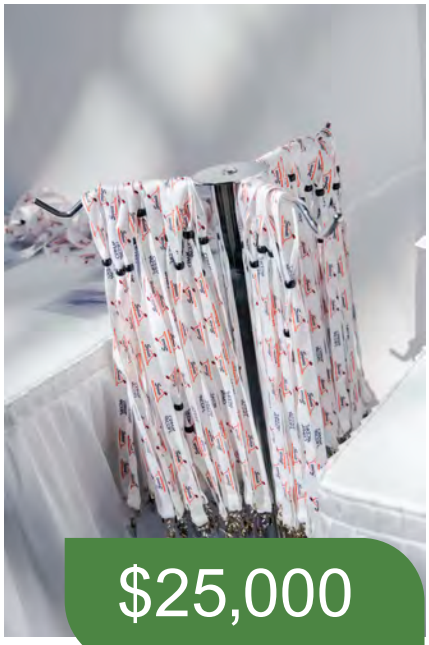
CHAIRMAN'S CLUB

ESCALATOR WRAP AT THE MTCC

SOLD

$25,000

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

CHAIRMAN'S CLUB

SOLD

LANYARDS

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

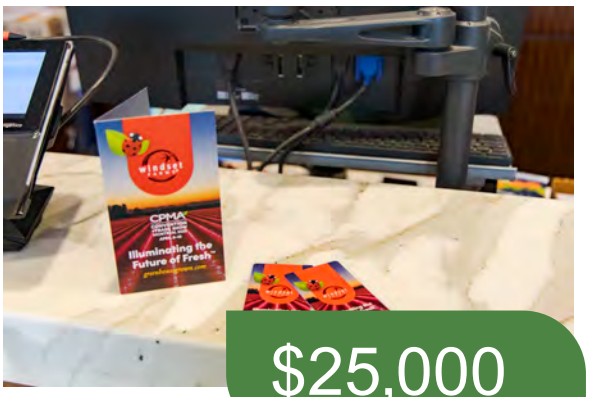
RELAXATION LOUNGE

SOLD

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)

SOLD

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.

$25,000

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PLATINUM

$17,500 - $ 24, 999

$20,000

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.

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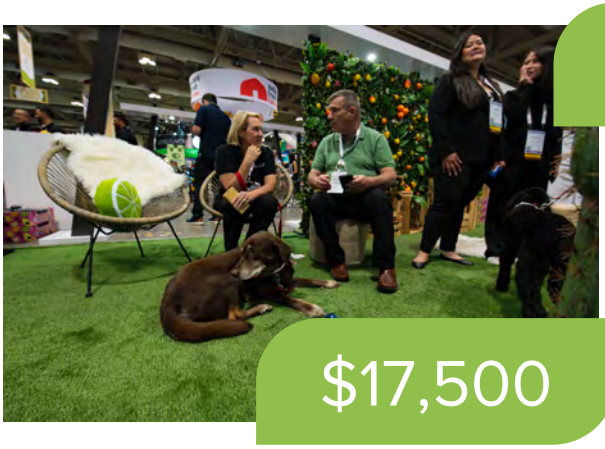
PLATINUM

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

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PLATINUM

WIFI

SOLD

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

SOLD

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

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PLATINUM

$17,500

ANNUAL BANQUET RECEPTION

SOLD

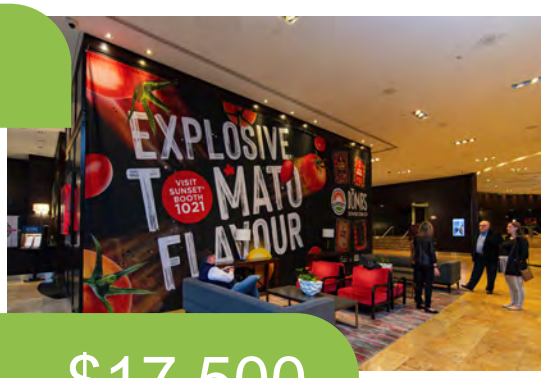
The reception is an excellent opportunity to showcase your brand. This is a hugely popular event as guests get ready to celebrate at the Annual Banquet.

PLATINUM

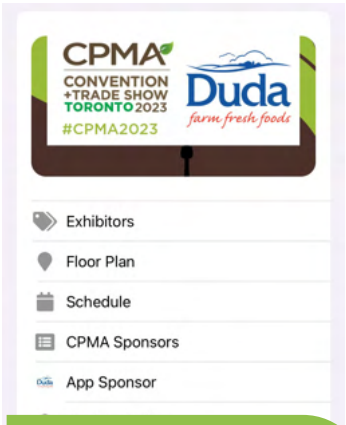
MAIN LOBBY WALL INTERCONTINENTAL

SOLD

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



$17,500



$17,500

PLATINUM

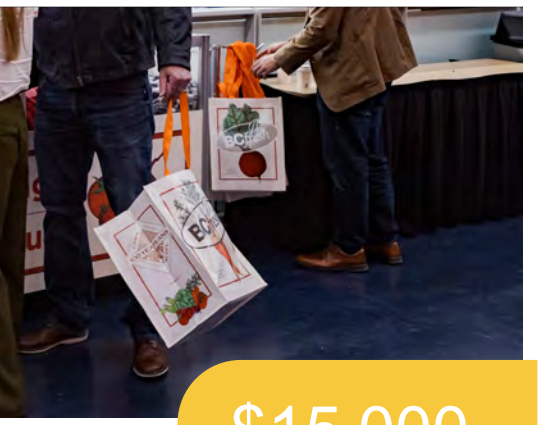
MOBILE APP

SOLD

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.

GOLD

$10,000 - $17,499



DELEGATE BAGS

SOLD

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

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GOLD

$15,000

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.

GOLD

$15,000

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.

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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

$12,500

FABRIC ARCHWAY

SOLD

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

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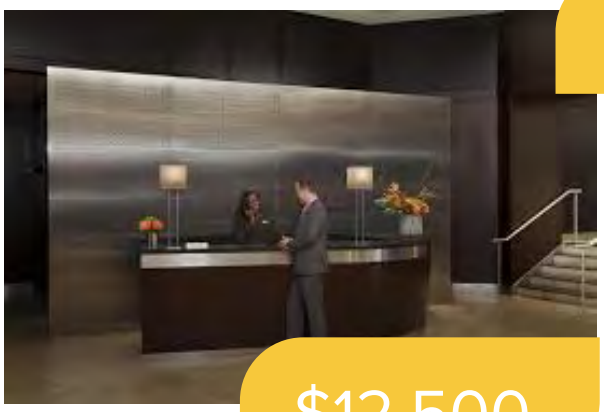

$12,500

GOLD

CONCIERGE DESK GRAPHIC - INTERCONTINENTAL

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

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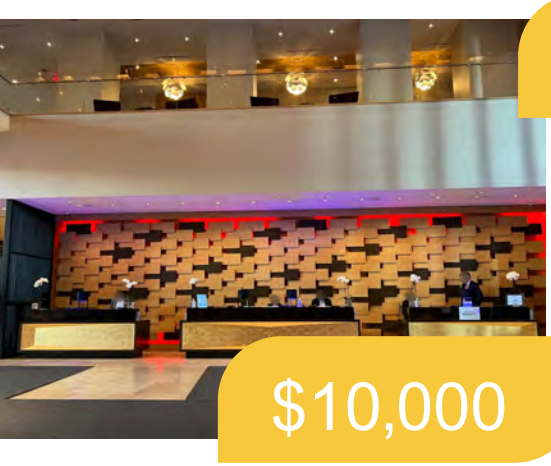

GOLD

DELTA BANNER ABOVE FRONT DESK

SOLD

$10,000

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

GOLD

PILLAR WRAPS AT THE MTCC
600 LEVEL
800 LEVEL

$10,000

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

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GOLD

$10,000

COLUMN WRAP INSIDE THE EXHIBIT HALL

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

GOLD

INFORMATION DESK

SOLD

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

$10,000

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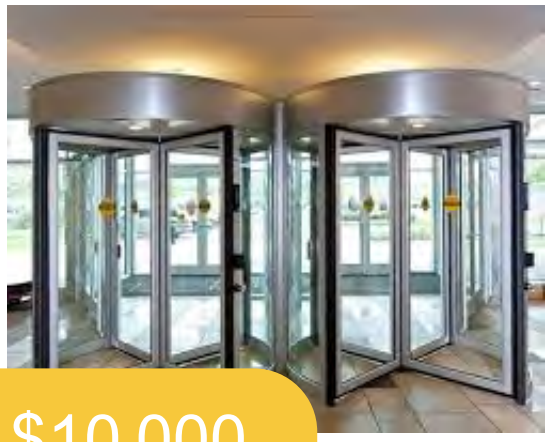
GOLD



$10,000

DECAL ON THE REVOLVING DOORS AT THE DELTA HOTEL

SOLD

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

SOLD

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

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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

$10,000

An innovative roving 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 algoriths for optimized route planning
- 88lbs carrying capacity
- custom voice announcements

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GOLD

ELEVATOR WRAP AT THE DELTA

SOLD

$10,000

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.

GOLD

$10,000

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.

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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

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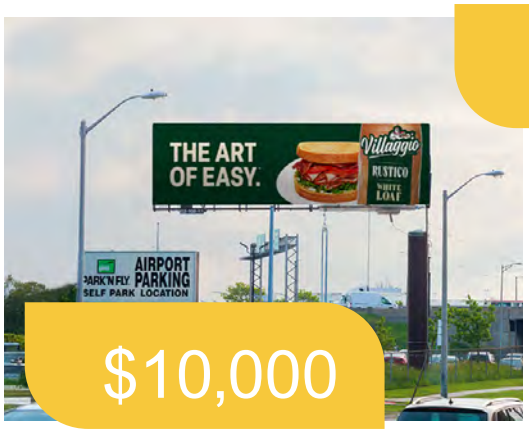
GOLD

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

This sponsorship positions your company as a gacrious 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

SOLD

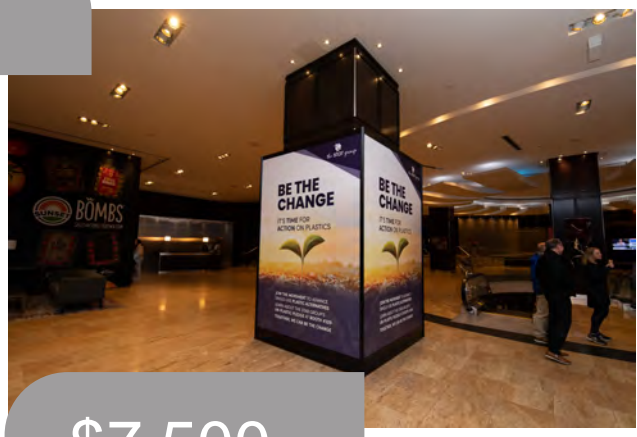
$7,500

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.

SILVER

MAIN LOBBY PILLAR - INTERCONTINENTAL

SOLD



$7,500

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.

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SILVER

DIGITAL WELCOME SIGN AT THE MTCC

SOLD

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

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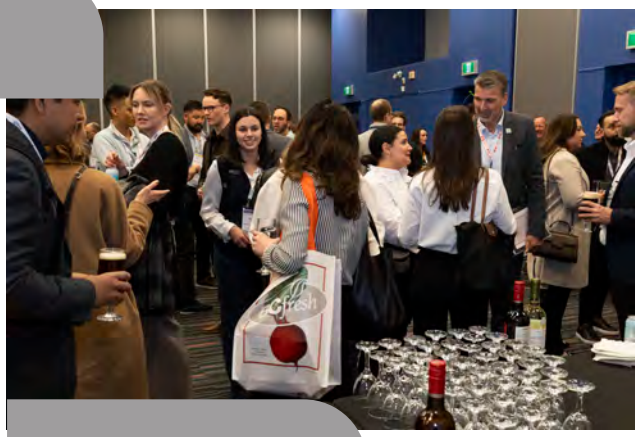
SILVER

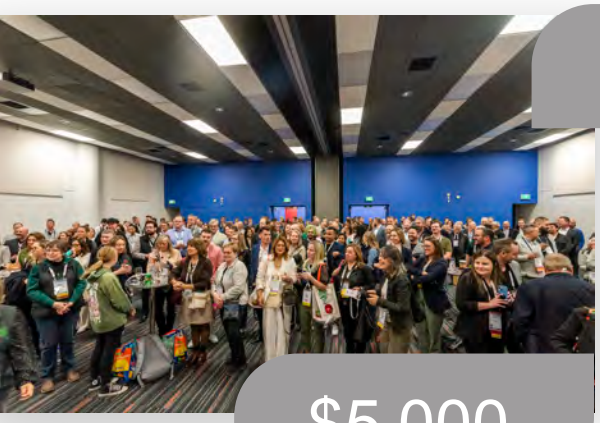
YOUNG PROFESSIONALS RECEPTION

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

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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.

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SILVER

BRANDED RECYCLING BINS

$5,000

SILVER

PASSION FOR PRODUCE SPEED MENTORING

$5,000

SILVER

TRADE SHOW AISLE BANNER

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

$5,000

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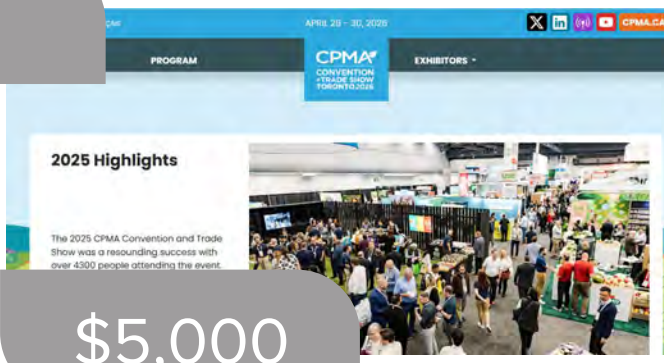
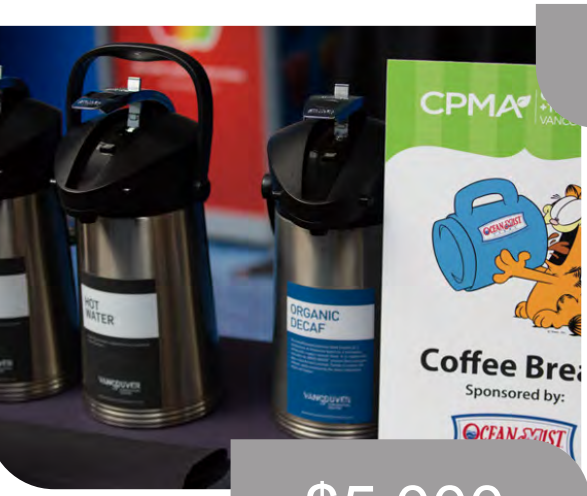
SILVER

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

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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

$3,000

HALF YOUR PLATE SYMPOSIUM HEALTH PROFESSIONALS

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

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SILVER

PASSION FOR PRODUCE AND ALUMNI OPENING EVENT

SOLD

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

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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

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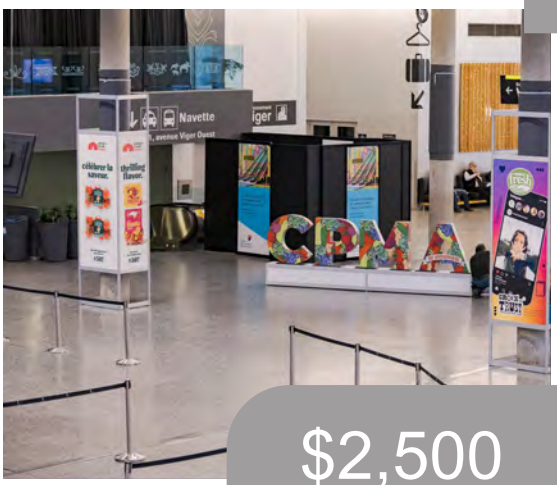
SILVER



$2,500

COAT & BAGGAGE CHECK

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

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
At Event					
Opportunity to show a short video during a meal function	●				
Company logo or name displayed suring sponsored function or session	Logo	Logo	Logo	Name	
Opportunity to include a non-paper promotional item in the bag and swag area (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	●	●	●	●	●
Invitations					
CPMA Directors & New Members' Reception	2	2			
Programs/Publications/Newsletter/Website/Social Media					
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	●	●	●		
Post Event					
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