



The North American
Agri-Food Business
Accelerator

SPONSORSHIP OPPORTUNITIES



TORONTO
2027
ENERCARE CENTRE
APRIL 27-29



1 BUSINESS PACKAGES

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Pavilion Package

VIP & Media lounge

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BECOME A KEY PLAYER AT SIAL CANADA 2027

Go beyond exposure. Be the brand they choose.

5 REASONS TO SPONSOR

It's not about visibility. It's about business.



REACH DECISION-MAKERS

23,000+ professionals · 80+ countries 83% with purchasing power.

Get direct access to the people who make decisions and close deals.

[See the full visitor profile](#)



OWN BUYER TOUCHPOINTS

Multiply your brand presence across digital, onsite, and mobile touchpoints.



BUILD BRAND AUTHORITY

Be seen as a leader in innovation through high-profile zones and thought-leadership platforms: SIAL Expert Hub, Conferences, Competition, Workshops, Startup zone.



CREATE QUALIFIED LEADS

Matchmaking, live engagement, and smart content tools that turn visibility into pipeline.



DRIVE MEASURABLE ROI

More traffic. Better leads. Real conversion. Every activation is designed to perform.

Choose your format: packages, à la carte, or custom. **We make sponsorship work for your business.**

BUSINESS PACKAGES

A SMART OFFER BUILT **FOR MAXIMUM VISIBILITY**

We've bundled key visibility opportunities into ready-to-go sponsorship packages tailored to your business goals and target audiences. Pick your target. Hit your goals.

We've done the heavy lifting, so you don't have to.



MOBILE APP PACKAGE

UPGRADE YOUR EXHIBITOR PROFILE & STAND OUT IN THE APP

Every attendee uses the SIAL Canada mobile app to navigate the show, plan meetings, and find suppliers.

With the Premium package, your brand gets TOP visibility, more features, and stronger lead generation.

Your exhibitor profile is your digital storefront, make it count.

CUSTOMIZED PACKAGES	BASIC Free	PREMIUM \$790
Company name listed in the exhibitor index by alphabetical order	✓	✓
Exhibitor profile: Company Name, Booth Number, Company Description, Products, Contact Information	✓	✓
Pavilion or Affiliated Co-Exhibitors (if applicable)	✓	✓
Catalog: Upload up to 10 products with images and descriptions	✓	✓
Document Sharing: Upload promotional documents for all attendees to access.	✓	✓
Curated Visitor Pathways: Select up to five sectors to facilitate buyers' navigation towards your products.	✓	✓
Exhibitors Looking for an Agent: Listing up to 10 locations (province or country).		✓
Exhibitors Looking for a Distributor: Listing up to 10 locations (province or country).		✓
Fully custom profile: Header image or video, Big Box and Background, upload unlimited products.		✓
Logo in the exhibitor index and individual profile.	Add-on \$400	✓



In-App Lead Capture and Report:

\$495

Leverage in-app badge scanning to collect attendee details while monitoring real-time interactions like clicks and product views.

Export lead data instantly for efficient follow-up and performance analysis.

Start setting up your virtual booth in early of 2027 to be visible to visitors as early as March.

BUSINESS PACKAGES

NEW EXHIBITOR PACKAGE*

\$500

**Make your first time at SIAL Canada count!
Get noticed and drive traffic to your booth.**

- Listed in the “Hot & New” category on the SIAL Canada website and mobile app
- Featured in a dedicated newsletter with product photo

* Reserved for first-time exhibitors at SIAL Canada

PAVILION PACKAGE*

\$7,000

Perfect for regional or international groups aiming to promote their co-exhibitors under one unified banner, or for individual brands looking to showcase a wide range of products.

- Premium App Package + Lead Capture
- Logo placement on the show floor map
- 10 products displayed in a glass either in SIAL Innovation, or in New Product Launch Showcase (details on the next page).
- One promotional banner in the newsletter of your choice
- Social Boost Add-on: Get featured in an Instagram & Facebook Story (Day 1 or 2) highlighting your pavilion, or showcase one of your products in a Carousel post ahead of the show with regional or thematic context.

* Only 10 available



VIP & MEDIA LOUNGE EXPOSURE

TARGETED VIP & LOUNGE EXPOSURE

Engage with 1,800+ VIP buyers, media, and key decision makers from the agri-food industry, all gathered in a private, catered space. All VIPs are invited to the International Cocktail on **April 28th 2027**

PRODUCT SAMPLING & VISIBILITY

Designed for food and beverage brands looking to create direct engagement.

- Your product available in the Lounge
- Product photo, logo and booth number shown at the tasting table
- Press release available to Media Partners online
- 2 VIP badges, including access to the International Networking Cocktail (April 28)

\$3,000

PREMIUM SHOWCASE & BRANDING*

Turn VIP & visibility into lasting influence.

- Your products displayed in one showcase column (3 shelves) inside the VIP Lounge
- Your promotional materials (brochure, flyers, etc.) distributed on tables and counters for 3 days
- Logo featured on the official VIP & Media invitation
- Roll-up banner (provided by the exhibitor) placed inside the Lounge
- 5 VIP badges, including access to the International Cocktail

\$6,500

*limited to 5 packages



HOSTED BUYER LOUNGE EXPOSURE

Engage with **130+** qualified buyers and **500+** exhibitors through SIAL Canada's exclusive Hosted Buyer Lounge, featuring participants from 46 countries and major retail groups. A premium touchpoint activated multiple times to connect with both buyers and exhibitors, before the show opens and across all three show days.

Previous Buyers participants:



HOSTED BUYER PROGRAM PACKAGE*

- Sponsor logo on SIAL Buyer program registration platform
- Sponsor logo on webpage, Hosted Buyer Lounge
- Your products or brochure available in the lounge for sampling
- Your products displayed in one unit glass showcase (3 shelves)
- Gift bag sample insert in 50 buyer hotel rooms (35 US and 15 Canadians)

\$7,000

*Limited to 5 packages



CONNECTIVITY PARTNER - MOBILE APP & WI-FI

EXCLUSIVE. UNMISSABLE. BUILT FOR RECALL.

No printed catalogue. No alternative.

The official mobile app is the only tool used by every single attendee, opened multiple times a day throughout the event.



YOUR BRAND IS SEEN REPEATEDLY, CREATING UNMATCHED VISIBILITY AND REAL BRAND RECALL.

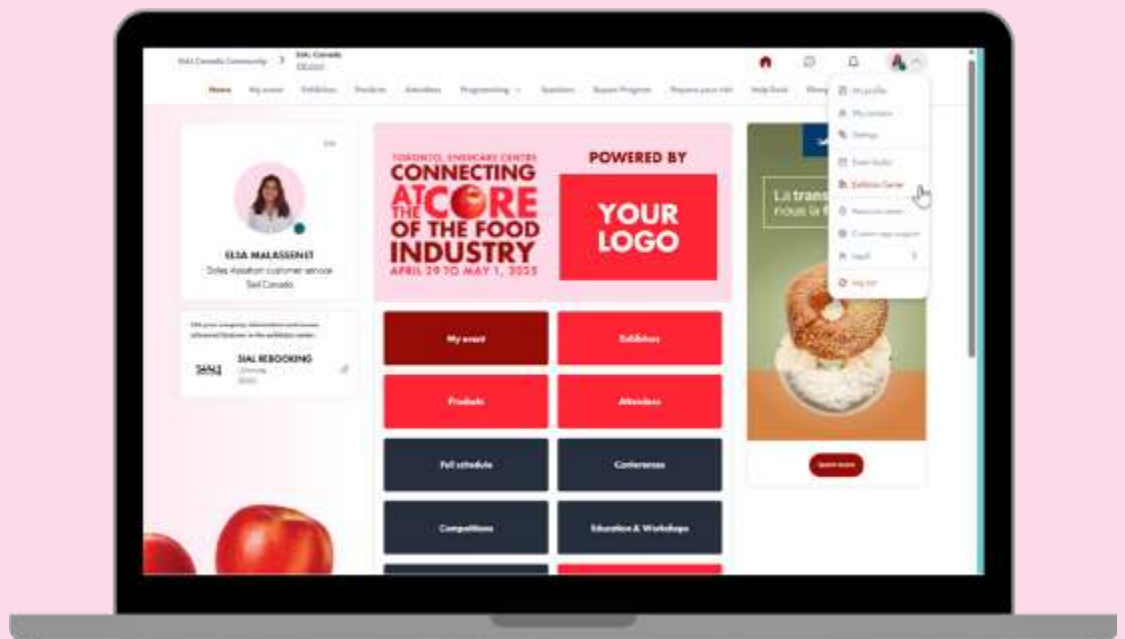
- Wi-Fi login portal (100% reach)
- Mobile app (homepage, banners, notifications)
- Newsletters (to the data-based and registered attendees)
- SIAL Daily magazine (print & digital)
- Social media
- Onsite show signage
- Press release

This isn't just a logo. It's full integration into the attendee journey — before, during, and after the show.

TWO LEVELS OF IMPACT

- **Powered by – Title Sponsor:** Maximum exposure across all channels. One exclusive spot.
- **Supported by – Support Sponsor:** High-impact branding alongside the title sponsor. Limited to 3 partners.

Scroll to the next page for full visibility breakdown.



View of the Mobile App – Home Screen Header - Co-branded with SIAL. Your logo will be featured prominently on the main menu screen.

CONNECTIVITY PARTNER - MOBILE APP & WI-FI

VISIBILITY TIMELINE

		Support Sponsor Supported by [Your Brand] (\$10,000 – max 3)	Title Sponsor Powered by [Your Brand] (\$20,000 – Exclusive)
BEFORE THE SHOW			
Social Media	1 post “Prepare your venue” — mention & logo (25K followers)	✓	✓
Newsletter	3 SIAL banners featuring your logo * (63K qualified agri-food contacts) “Prepare your venue, Programming, D-1 Before the Show”	✓	✓
Newsletter	“Prepare Your Venue” — Banner		✓
Website	“Exhibitors” Section — Shared banner (3 other advertisers)		✓
Mobile App	Ultimate package profile	✓	✓
Mobile App	Home Screen Header — Co-branded with SIAL. Your logo featured prominently on the main menu screen		✓
Mobile App	“Exhibitors” Section — Shared banner (3 other advertisers)		✓
DURING THE SHOW			
Social Media	Daily Instagram/Facebook story to use the App — Mention & Logo*	✓	✓
Printed	“Mobile App & How to Connect” — Logo* (SIAL Daily magazine & signage across the venue)	✓	✓
Mobile App	Push notification to all app users at the show opening to connect	Brand Mention	Logo
Wi-Fi login page	(Enercare Centre portal) — logo	✓	✓
Wi-Fi network branding	“Powered by”		✓
VIP badges	Gives you early access to the show, in addition to the VIP Lounge, International Networking Cocktail on April 28 from 5 PM to 8 PM	2	5
AFTER THE SHOW			
Mobile App	Attendee Click List — See who clicked on your profile, logo, banners (company, name, and job title)	✓	✓
Newsletter	“Thank You” — Mention	✓	✓
Newsletter	“Post-show recap” — Banner	✓	✓
ACCESS & EXCLUSIVITY			
Category exclusivity			✓

* Logo size varies by level: Support = medium, Title = large

** Limited to 3 Support Sponsors (shared visibility)

À LA CARTE

MAKE YOUR BRAND SHINE

The Enercare Convention Centre – in Toronto, offers a wide range of opportunities for advertising, both inside and outside its facilities. Make your brand shine among agri-food professionals present at SIAL Canada, as well as among the general public!



SIAL INNOVATION NEW PRODUCT LAUNCH SHOWCASE

NEW



SIAL INNOVATION NEW PRODUCT LAUNCH SHOWCASE*

Be among the first to showcase a product launched in North America since January 2026, and get high-impact visibility right in the heart of the show floor.

- Showcase one new product
- Branded label (company name, product name, booth number)

1 PRODUCT PLACEMENT	\$500
3 PRODUCTS PLACEMENT	\$1,000
9 PRODUCT PLACEMENT	\$2,800

** Ideal for individual brands or pavilions with larger product range.
** Maximum 3 products per box.

***Mandatory for CPG products:** Participation requires applying to the SIAL Innovation Contest by **March 30th**

If selected, your product will benefit from **premium visibility inside the SIAL Innovation zone:** fully staged by SIAL Canada, with innovation criteria featured on a custom product label. This is where buyers and media look first.

- If not selected, your product will still appear in the Launch Showcase near the SIAL Innovation Hub, with a basic label only.

Ingredients, packaging, equipment, and technology can apply directly to the Launch Showcase. Oversized products may be shown as images.



Visuals from past SIAL Innovation booth. Product display is curated and staged by SIAL Canada. Showcase unit shown for illustration only.

DIGITAL VISIBILITY

Leverage our networks as your communication tool! Increase your visibility among SIAL Canada agri-food professionals, before, during, and after the show!

 **9,156**
followers

 **7,329**
followers

 **8,507**
followers

Total subscribers
24,992*

Total views of posts
398,000*

WEBSITE - sialcanada.com

Average of
338,000
unique views on our website*

EMAIL VISIBILITY - SIAL Canada database

63,000
qualified agri-food contacts

General mailings open rate: **35-45%**

Sectorized mailings open rate: **45-55%**

General mailings click rate: **2-4%** Sectorized

mailings click rate: up to **15%**



*Data: between May 31, 2024, and June 2025.

DIGITAL VISIBILITY

HOMEPAGE WEB BANNER*

Mid-page banner on the **website's homepage** (most visited page with an average of 338K unique views through the event promotion).

\$1,500

EXHIBITORS LIST WEB & APP BANNER*

Banner on the **website** (3rd most visited page with an average of 338K unique views through the event promotion) and the **mobile app** (top-viewed section).

\$1,900

VISITOR REGISTRATION WEB & PORTAL BANNER*

Banner on **registration webpage** and **external registration portal** (2nd most visited page where all attendees go to access their badge).

\$2,500

NEWSLETTER BANNER*

Your banner featured in one of **SIAL's weekly communications (63K qualified agri-food contacts)**, sent to thousands of qualified buyers starting in March. **Pick your theme. Get noticed.**

\$1,100

1 FEATURED ARTICLE**

Your content and visual published on our website (398,000+ views), shared on social media (25,000+ followers), and included in our newsletter (63,000 qualified contacts).

Subject to approval by SIAL Canada.

\$2,000

1 SOCIAL MEDIA POST**

Tell your story in 3 slides, published on Instagram, Facebook, and LinkedIn (25,000+ total followers).

Subject to approval by SIAL Canada.

\$1,500

PROMOTE YOUR ACTIVITY IN THE OFFICIAL PROGRAM CALENDAR

Feature your demo, tasting, workshop, or celebration in **SIAL Canada calendar**; and make sure it's seen, saved, and attended.

BASIC LISTING

Event title, short description, logo and booth number visible in the calendar.

\$500

ENHANCED LISTING WITH PUSH NOTIFICATION

Includes Basic Listing, plus a push notification sent to all app users to drive on-site traffic. (App users must have notifications enabled).

\$1,500

* Price per event, visible on both website and mobile app.



* Rotating banners, 3 spots available.

- Website banner size: 1000 x 150 px
- Mobile app banner sizes: Web – 2520 x 180 px / Mobile – 720 x 180 px
- Newsletter banner: 600 x 150 px

** Subject to approval, 10 slots available.

YOUR BRAND AT THE SHOW



SHOW FLOOR PLAN VISIBILITY

Shared logo or exclusive banner on all official floor plan signage. Exclusive banner option includes a clickable link (web & app) + performance KPIs post-show.

(web: 2520 x 180 px / mobile: 720 x 180 px)

PRICE: **\$600 CAD** — SHARED LOGO

PRICE: **\$5,000 CAD** - EXCLUSIVE BANNER



RIGHT TO PLACE A BANNER STAND (ROLL-UP)*

Banner stand at one of the 2 show entrances (manufactured at the exhibitor's expense)

PRICE: **\$1,500 CAD** PER ENTRANCE



YOUR CATALOGUE DISPLAY*

Make your product catalogue available to all attendees, with your logo on display.

Size: 3 ft 2 in W x 4 ft 9 in H

PRICE: **\$3,000 CAD** - 1 STAND

PRICE: **\$4,500 CAD** - 2 STAND

* 5 spots available



YOUR BRAND AT THE SHOW

PROMO ITEM IN SHOW BAG

Insert your sample, flyer or catalogue into the official show bag distributed to attendees, with priority given to Top Buyers, VIPs, and media at registration.

TOTAL PRICE: **\$3,500 CAD / ITEM***

MUST HAVE

COBRANDED OFFICIAL SHOW BAG

Your brand on the only official bag distributed at the entrance. Includes in both options:

- Your logo, message, or visual on one side of the bag
- Eco-friendly production, SIAL Canada approval
- Priority distribution at the entrance, to VIPs, media, buyers
- Exclusive sponsorship (1 advertiser only)

Choose your option:

ADVERTISER-PROVIDED BAGS: **\$10,000 CAD**

Minimum of 7,000 bags required (up to 13,000 for logistical purposes)

SIAL CANADA-PRODUCED BAGS: **\$25,000 CAD**

⚠ UNTIL THE 30TH NOVEMBER

OR

SAMPLING AT SHOW ENTRANCES

Your sample, promo item, or brochure distributed at both entrances (Upper & Lower Level) by your team over the 3-day event.

TOTAL PRICE: **\$4,000 CAD / ITEM***

MUST HAVE

COBRANDED LANYARDS

Get all-day visibility with your logo on the only item worn by 100% of exhibitors and attendees.

Included in both options:

- Your logo printed on all official lanyards
- Eco-friendly production, SIAL Canada approval
- Distribution at badge pickup entrance to everyone
- Exclusive sponsorship (1 advertiser only)

Choose your option:

ADVERTISER-PROVIDED LANYARDS: **\$10,000 CAD**

Minimum 12,000 lanyards required

SIAL CANADA-PRODUCED LANYARDS: **\$25,000 CAD**

⚠ UNTIL THE 30TH NOVEMBER

OR

CENTRAL AISLE BANNERS

Your choice of logo or visual printed below the aisle numbers for 100% visibility!

Dimensions: 48 inches W x 24 inches H

22 BANNERS **\$10,000 CAD** — EXCLUSIVE

SHOW FLOOR CARPET TILES (Adhesive on aisle carpet)

A simple solution that will lead attendees to your booth!

(Location to be confirmed with the organizer)

Dimensions: 20 in x 20 in

UNIT PRICE: **\$650 CAD**

PACKAGE PRICE: **\$1,950 CAD**

Get 4 for the price of 3 (Value: \$2,600 CAD)



*Items not provided. Subject to approval. Limited to 5 advertisers.

YOUR BRAND AT THE SHOW

GALLERY

Display your advertisement in the central Galleria, providing access to the SIAL Canada tradeshow and conference rooms.



GALLERIA WINDOW STICKER

Size: 98 in x 50 in

UNIT PRICE: \$1,500 CAD

PACKAGE FOR 2 ENTRANCES (4 STICKERS): \$5,500 CAD*



GALLERIA VERTICAL BANNER

Size: 4 in x 30

UNIT PRICE : \$1,000 CAD*



GALLERIA FLOOR DECALS

Size: 60 in x 60 in

UNIT PRICE: \$1,200 CAD*



HALL B ENTRANCE BANNER

Number of pieces: 1 banner

Size: 240 in x 48 in

UNIT PRICE: \$4,000 CAD*

EXTERIOR ENTRANCES

Showcase your company outdoors, visible to professionals and general public on Princes Boulevard.



1 COBRA POLE BANNER

Size: 84 in x 30 in

UNIT PRICE: \$1,750 CAD*



2 HALL ID POLE BANNER

Size: 161 in x 30 in

UNIT PRICE: \$1,850 CAD*

LEADERSHIP & INFLUENCE



3

SIAL COMPETITIONS

BOOST YOUR INFLUENCE WHERE IT MATTERS MOST

SIAL's flagship contests and hands-on workshops engage your exact target: buyers, chefs, media, and distributors. With **94%+ visitor satisfaction**, these activations deliver qualified engagement and brand authority.



The signature competition of the show highlights the most innovative CPG products launched since January 2026. Located in the high-traffic Viger Hall, it inspires the industry and sets the trends buyers are looking for.

94% visitor satisfaction.

Accelerating the next generation of food entrepreneurs.

Hosted in the SIAL Expert Hub next to the Startup Village, this live competition features a selection of startups under 3 categories: Rising CPG, Growth CPG, and FoodTech.

100% visitor satisfaction.

OPPORTUNITIES

For pavilions:

- "Best Product" Award created for your country, province, or state (min. 5 selected products in the contest)
- Optional "People's Choice" vote for public
- Branding on award stage and signage

For institutions or financial service:

- Boost visibility by rewarding the winner and provide a business prize (consulting hours, strategic support, services, or membership).
- Get branded presence & Join the jury

STARTING AT \$5,000

OPPORTUNITIES

For an organization, association, and financial services aiming to support emerging food startups:

- Offer a growth-focused prize (cash grant, advisory hours, service access, membership, or business tools)
- Get branded presence before, during and after the show
- Speak onsite
- Join the jury

STARTING AT \$5,000

Go further: All activations include strong media exposure and premium on-site branding. Want something unique? Let's build a custom solution that aligns with your brand and targets.

*Source from visitor surveys 2025

SIAL DAIRY



INSIGHTS. EXPERTISE. VISIBILITY.

A 3-day spotlight on the dairy industry, blending competition, live tastings, and expert content.

From multicultural trends to global strategies, SIAL Dairy brings together buyers, experts, and industry leaders to showcase what's next.

96% visitor satisfaction

40+ avg. attendees/session (30–45 min)

WHAT HAPPENS ON SIAL DAIRY STAGE?

EVENT	WHEN	WHAT
International Cheese Competition	Day 1	14 professionals evaluate 205 cheeses from 10 countries, competing across 27 categories
SIAL Dairy Discovery	Day 2	45-min product-focused tasting & pairing workshops. Showcase your dairy product and expertise in a guided pairing or demo.
SIAL Dairy Talks	Day 3	Educational 45-min talks covering dairy content related to current affairs and trends.

SIAL DAIRY DISCOVERY OR TALK

SPOTLIGHT PACKAGE

- Lead a 45-min workshop or talk (average of 40+ seats)
- Newsletter and Social media promotion campaign
- Logo listing on program & app (KPI report)
- Logo on-site (SIAL Dairy booth, Enecare Centre)
- Push notification day-of

\$3,500 PER EVENT

FEATURED PACKAGE

- All spotlight package highlights
- +**
- Newsletter feature (63,000 agri-food contacts) with photo, logo, description
- Dedicated paid social post with product photo and brand

\$5,000 PER EVENT

SIAL EDUCATION

LEARN & INFLUENCE

Meet the experts. Shape the conversations.

SIAL Canada's education program positions your brand alongside credible voices and high-level content, driving influence, visibility, and connection.



Live on the FOOD&BEV CONNECT stage, the SIAL Expert Hub features Canada's top agri-food leaders tackling hot topics in an interactive Ask Your Question format.

This is a strategic location for real talk, real insights. Direct engagement. 94% satisfaction in 2024.



20 sessions across 10 themed tracks spotlighting the agri-food sector's biggest opportunities, from current affairs, global markets, to innovation, AI, health, marketing, or packaging.

Averaging 93 seats filled per 130-capacity room, 96% satisfaction.

OPPORTUNITIES

- Sponsor the full Expert Hub program: 10+ "SIAL Expert Take" segments promoted pre-show via newsletter & social media, 10 live conversations on-site, plus freemeeting space.
- Join or brand a curated panel to align with hot industry topics
- Multi-channel logo exposure, on-site, online, press, and all communications
- Optional: join or moderate a 20-min expert session during the show

SPONSORSHIP RANGE \$5K-\$10K

OPPORTUNITIES

- Sponsor a session, a full track, or the entire conference program
- Speak or moderate a keynote or panel discussion
- Position your brand as a thought leader in your sector For more information, please follow this [link](#).

SPONSORSHIP RANGE \$5K-\$25K

Go further: All activations include strong media exposure and premium on-site branding. Want something unique? Let's build a custom solution that aligns with your brand and targets.

*Source from visitor surveys 2025

SIAL FOOD&BEV CONNECT

**FOOD&BEV
CONNECT**
ÉCHANGER.DÉGUSTER.INSPIRER
SHARE.TASTE.INSPIRE

YOUR BRAND ON THE FIRST LINE. THE MOST VISIBLE SPACE.

Strategically located right after badge pickup, **FOOD&BEV CONNECT** is the first stop for every visitor, VIP, buyer, and media guest. It's the only space where live sampling products, expert talks, and high-level networking converge, all in one vibrant, high-traffic hub.

WHAT HAPPENS HERE?

EVENT	WHEN	WHAT
Morning Coffee Meetups	Daily, 8:45-9:30 AM	Light breakfast & beverage sampling to kick off the day as visitors arrive
Industry Happy Hour	Day 1, 4:00-5:00 PM	Casual end-of-day networking with product tastings and terrace access
SIAL Expert Hub	Day 1 & 3	Live 30-min talks with SIAL industry Experts, open Q&A with buyers
Startup Pitch Competition	Day 2	Startup battle for FoodTech & CPG pitches (excluded from sponsorship)

WHAT CAN YOU DO ON FOOD&BEV CONNECT STAGE?

Sample & Network: Give your product the spotlight during top tasting moments with key industry buyers.

Exclusive Branding Stage: Put your brand front and centre, across networking, expert content, and official Media & VIP tours.

See the next page for full details.

SIAL FOOD&BEV CONNECT

FOOD&BEV CONNECT SAMPLING PACKAGE

\$3,500 PER EVENT

You bring the product and flavour. We set the vibe and drive traffic.

Morning buzz or evening cheers, be one of just six brands featured in the show's most strategic tasting moments, where every VIP, buyer, and visitor stops first for 100% visibility. SIAL Canada will provide extra food & beverage to enhance the guest experience.

PICK YOUR PRIME TIME MOMENT:

- Morning Coffee Meetups (Daily, 8:45–9:30 AM)
- Industry Happy Hour (Day 1, March 27th)

YOU GET:

- **Sampling station** (max. 4 oz – food or beverage)
- **Table sign** with your logo and booth number
- **Space for your roll-up banner** (printed and brought by yourself)
- **Mobile app**: clickable sponsor logo in the event's listing (KPI report)
- **Newsletter feature**: product photo + logo
- **Shared social media post**: photo and mention

FIRST COME, FIRST SERVED.

Limited to 3 food and 3 beverage exhibitors per event.



FOOD&BEV CONNECT EXCLUSIVE BRANDING STAGE

\$15,000 EXCLUSIVE

Own the spotlight. Your brand will be seen on stage, in photos, and at every key moment.

Become the exclusive sponsor of the FOOD&BEV CONNECT stage and unlock 360° visibility across Top strategic activations: Morning Coffee Meetups & Industry Happy Hour networking, SIAL Expert Hub, and high-profile SIAL Tours (excluding the Startup Pitch Competition).

YOUR BRAND LOGO, OR MENTION WILL APPEAR ON:

- FOOD&BEV CONNECT “**powered by**” [Your Brand]
- **Stage backdrop** (Day 1, Day 2 AM, Day 3)
- FOOD&BEVCONNECT **meterboard at entrance**
- **Programming – Print & Digital** (signage, SIAL Daily)
- **Newsletters & Social Media** (min 5 publications)
- **Website & Mobile App**: logo on each event's listing
- **Press release mention**

BONUS VISIBILITY (BEYOND LOGO PLACEMENT):

- **Extra exposure**: This stage will be the final stop of both SIAL Official Tours:
 - **Media Tour**: Day 1, Morning Coffee Meetups
 - **VIP Ministerial Tour**: Day 1, Industry Happy Hour

YOUR REACH

Website
338K
FOLLOWERS

Newsletter
63K+
AGRI-FOOD CONTACTS

Social media
25K+
FOLLOWERS

Mobile app
KPI
REPORT

ORDER FORM AND CONTACTS



4

ORDER FORM 1/4

EXHIBITOR INFORMATION

Company: _____

Contact Name: _____

Email: _____

Phone: _____ Booth No: _____

ITEMS	PRICES (CAD)	QTY	TOTAL (CAD)
BUSINESS PACKAGES			
Mobile App - Premium Package	\$790		\$
Mobile App - In-App Lead Capture	\$495		\$
Mobile App - Fully Custom Profile	\$250		\$
Mobile App - Logo in the exhibitor index and individual profile	\$400		\$
New Exhibitor Package	\$500		\$
Pavilion Package	\$7,000		\$
VIP & Media Package - Product Sampling & Visibility	\$3,000		\$
VIP & Media Package - Premium Showcase & Branding	\$6,500		\$
Hosted Buyer Program Package	\$7,000		\$
Connection Partner (Mobile App & Wifi) Support sponsor	\$10,000		\$
Connection Partner (Mobile App & Wifi) Title sponsor	\$20,000		\$

À LA CARTE

DIGITAL

New Product Launch Showcase – 1 product placement	\$500		\$
New Product Launch Showcase – 3 products placement	\$1,000		\$
New Product Launch Showcase – 9 products placement (ideal for pavillons)	\$2,800		\$
1 Homepage Web Banner	\$1,500		\$
1 Exhibitors List Web & App Banner	\$1,900		\$
1 Visitor Registration Web & Portal Banner	\$2,500		\$
1 Newsletter Banner	\$1,100		\$
1 Featured Article on website and social media	\$2,000		\$
1 Social Media Post	\$1,500		\$
Promote your activity in the program - Basic Listing	\$500		\$
Promote your activity in the program - Enhanced Listing & Push Notification	\$1,500		\$

Initial:

ORDER FORM 2/4

ITEMS	PRICES (CAD)	QTY	TOTAL (CAD)
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À LA CARTE

SHOW FLOOR

Show floor plan visibility - Shared Logo	\$600		\$
Show floor plan visibility - Exclusive Banner	\$5,000		\$
Magazine Stands x1	\$3,000		\$
Magazine Stands x2	\$4,500		\$
Banner Stand (roll-up) at one Entrance	\$1,500		\$
Promo Item in Show Bag	\$3,500		\$
Sampling at Show Entrances	\$4,000		\$
Co-Branded Official Show Bag - Production at advertiser's expense	\$10,000		\$
Co-Branded Official Show Bag - Production by SIAL Canada	\$25,000		\$
Co-Branded Badge-Holder Lanyards - Production at advertiser's expense	\$10,000		\$
Co-Branded Badge-Holder Lanyards - Production by SIAL Canada	\$20,000		\$
Central Aisle Banners - Lower level x22	\$10,000		\$
Central Aisle Banners - Upper lever x10	\$5,000		\$
Show Floor Carpet Tile (x1)	\$650		\$
Show Floor Carpet Tiles (x4)	\$1,950		\$

ENERCARE CENTRE

Galleria window stickers (x1)	\$1,500		\$
Galleria window stickers (x4)	\$5,500		\$
Galleria vertical banner (x1)	\$1,000		\$
Galleria Floor Decals (x1)	\$1,200		\$
Hall B Entrance Banner	\$4,000		\$
Cobra Pole Banner (x1)	\$1,750		\$
lhall ID Pole Banner (x1)	\$1,850		\$

Initial:

ORDER FORM 3/4

ITEMS	PRICES (CAD)	QTY	TOTAL (CAD)
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LEADERSHIP & INFLUENCE

SIAL DAIRY Discovery or Talk - Spotlight Package	\$3,500		\$
SIAL DAIRY Discovery or Talk - Featured Package	\$5,000		\$
FOOD&BEV CONNECT - Sampling Package	\$3,500		\$

Please select your options:

Beverage sampling - Brand name:

Food sampling - Brand name:

Preferred Day, to be confirmed with the team:

Morning Coffee Meetups: Day 1 Day 2 Day 3

Industry Happy Hour: Day 1 from 4 pm to 5 pm

FOOD&BEV CONNECT - Exclusive Branding Stage	\$15,000		\$
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OTHER CUSTOM SPONSORSHIPS

SIAL Innovation, Start-Up Pitch Competition, SIAL Expert Hub, SIAL Conference

Please reach out directly to mreymarechal@expocanadafrance.com for custom package depending on your needs.

PAYMENT METHOD

Check Credit

card

Bank transfer

Sub-Total (1)	\$	CAD
GST 13% (2)	\$	CAD
TOTAL (1+2)	\$	CAD

Initial

ORDER FORM 4/4

TERMS AND CONDITIONS OF SALE

1. The prices indicated on the order form are in Canadian dollars and are expressed before taxes.
2. 100% payment due upon receipt. Any incomplete form and/or not accompanied by payment will be considered as a pending file and will not be processed. An invoice will be sent to you by the organizer as confirmation.
3. No cancellation is possible and there can be no refund.
4. No order modifications will be accepted by phone.
5. For payment, please consult the document: "Payment by credit card / bank transfer / check (Canada only)", [click here](#).
6. Order deadline: **March 11, 2027**.

CONTACT DETAILS

EXPO CANADA FRANCE
2120 Sherbrooke Est, #900, Montreal,
Quebec, Canada H2K 1C3

INSTRUCTIONS

___ Please return all pages of the order form duly initialed (pages 25-28).

___ Make sure to read the terms and conditions carefully before signing.

___ Please check the following boxes:

I declare that I have read our general terms and conditions of sale by clicking [here](#) and accept them without any reservations or restrictions on the clauses and declare to waive any recourse against the organizer.

By providing personal information through this form, you consent to its collection, use, communication, preservation, and processing by SIAL Canada in accordance with the Act respecting the protection of personal information in the private sector (Quebec) and our privacy policy, which is available on our website at the following [link](#) and which you acknowledge having read and understood.

Signature _____

Date _____

Initial:

CONTACTS

If you have any questions or are ready to confirm your sponsorship, our team is here to help.

Contact us to explore the best opportunities to enhance your presence at our event.

For any questions concerning Business Packages, Digital Visibility, Your brand at the SIAL Show at the Enercare Center, the (SIAL activities, Conference, VIP Lounge, VIP Networking Cocktail, or other custom sponsorship

To be present at SIAL Canada Toronto 2027 :

For Canadian exhibitors : [CLICK HERE](#)
For international exhibitors : [CLICK HERE](#)

CONTACT US :

administration@expocanadafrance.com

**TORONTO
2027
ENERCARE CENTRE
APRIL 27-29**

SIAL 
INSPIRE FOOD BUSINESS