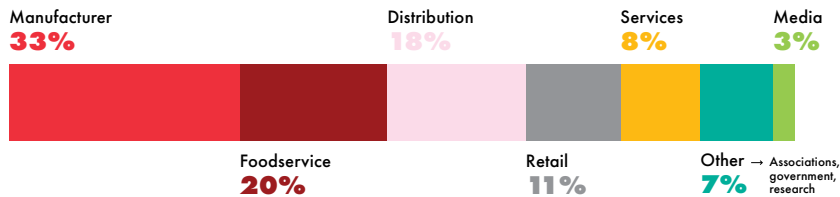




JOIN THE AGRI-FOOD BUSINESS ACCELERATOR IN NORTH AMERICA

VISITOR PROFILES



STATS SIAL CANADA 2024

95% OF OVERALL SATISFACTION
(exhibitors and visitors combined)

92% OF OUR ATTENDEES
say attending SIAL Canada is important
to their business / organization

**A TRAFFIC OF OVER
23,000 PROFESSIONALS**

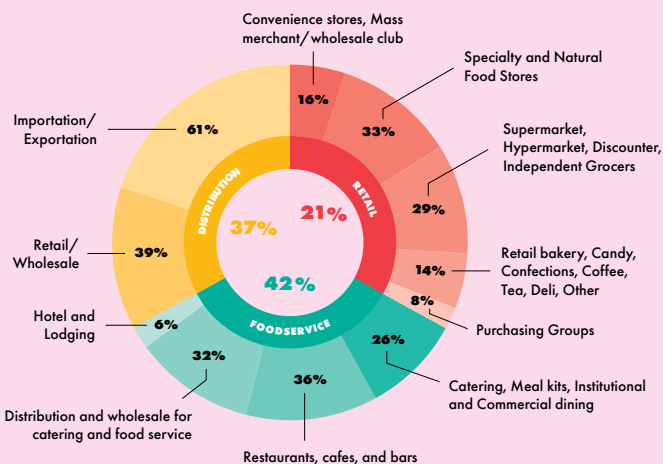
MORE THAN 80% have a direct role in the purchasing process

TOP 3 REASONS TO VISIT

- 1 To see new products and innovations while keeping updated on market trends
- 2 To network at the heart of the industry
- 3 To find new suppliers

(Source: SIAL Canada 2024 Survey)

PROFILE OF EXPECTED BUYERS AT SIAL CANADA 2026



**MORE THAN
800 EXHIBITORS**

44+ COUNTRIES REPRESENTED

TOP 3 REASONS TO PARTICIPATE AS AN EXHIBITOR

- 1 All major industry players under one roof
- 2 Stay at the forefront of innovation
- 3 Exceptional visibility for your brand

SIAL INNO- -VATION

- Exclusively for exhibitors
- A boost for your business
- Unparalleled international exposure

SIAL HOSTED BUYER PROGRAM

- Meet more than 100 national and international key buyers and importers
- More than 1,000 business meetings expected this year
- Free for all registered exhibitors

2025 TOP PARTICIPANTS



2025 PARTNERS

