



Toronto, ON Conference: Thurs. Sept. 19 & Fri. Sept. 20, 2024
Trade Show: Sat. Sept. 21 & Sun. Sept. 22, 2024

Sponsorship & Marketing Opportunities

DISCLAIMER: This document reflects our sponsorship, marketing, and advertising opportunities for CHFA NOW Toronto 2024. Offerings, pricing, and availability are subject to change at any time.

[Visit our website](#) for the most up-to-date version of this brochure.

Navigating This Brochure

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- [Top Selling Opportunities](#): These items nearly sell out at each show. Order before they're gone!
- [B2B Opportunities](#): Opportunities to reach exhibiting brands.
- [Digital Advertising Opportunities](#): Web, show guide and email ad options to get your brand noticed.
- [On-Site Opportunities](#): Various sampling, product discovery and advertising opportunities to keep your brand top of mind at the show.
- [Activations & Events](#): Beyond the booth activations and conference education opportunities.

Show Off Your Latest Innovations

Why Exhibit at CHFA NOW Toronto

- **Connect** with top national and eastern retailers, buyers and category managers
- **Get new products noticed** by putting them in the spotlight
- **Build brand awareness** and recognition in front of a highly targeted audience
- **Strengthen your relationships** with existing buyers, brokers & distributors
- **Build your presence** in the community by connecting with industry peers and press
- Stay ahead of trends, innovation, strategy and regulatory affairs with your **all-access conference pass**

Highlight Your Brand, Get Discovered

Sponsorship Opportunities	Marketing Add-On Opportunities
Take your brand to the next level by participating in one of our sponsorship opportunities and unlock exclusive advertising opportunities.	Explore our variety of marketing and advertising opportunities, from digital ads and sponsored content to product placements and event activations to get your brand noticed.

Questions? Contact sales@chfa.ca.

Head to our [online portal](#) to order your advertising opportunities.

CHFA's Digital Reach

51,800+

**FOLLOWERS
ON SOCIAL**

as of May 2024



5,398

**AVG. DIGITAL SHOW
GUIDE VIEWS**



600

AVG. LINK CLICKS



58,027

**AVG. MONTHLY
WEBPAGE VIEWS**



10,538

**AVG. MONTHLY
WEB VISITORS**

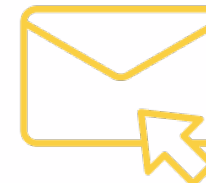


17K+
REGISTERED &
PAST ATTENDEES
ATTENDEES

3.3K+
REGISTERED
ATTENDEES

3.3K+
EXHIBITORS

EMAIL LIST SIZE



49%

AVG. OPEN RATE

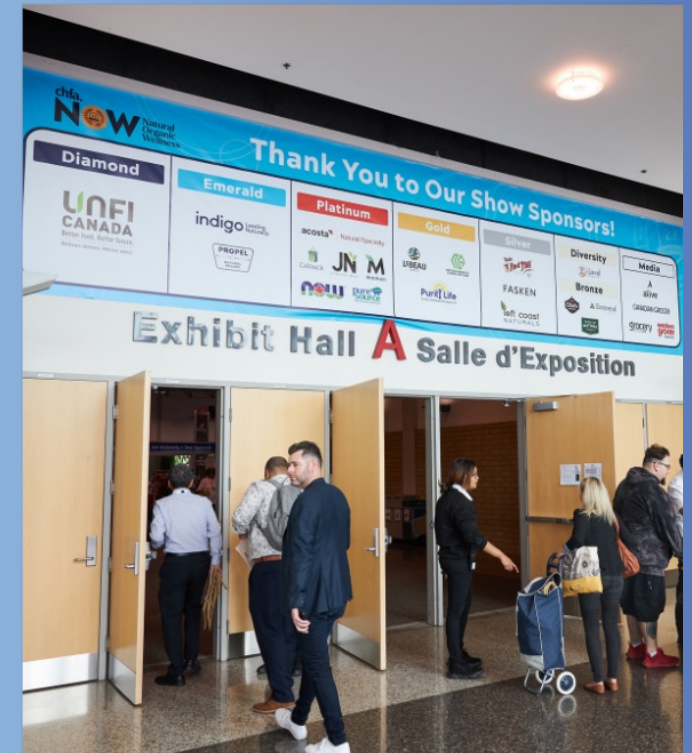
6.5%

AVG. CLICK RATE

*Stats are based on CHFA NOW Vancouver & Toronto 2023
(Campaign periods: Jan. –Apr. 2023, Jun. –Sept. 2023)*

Show Sponsorship Opportunities

Choose from one of our six (6) sponsorship packages and maximize your brand's visibility throughout CHFA NOW Toronto



Sponsorship Packages	Bronze	Silver	Gold	Platinum	Emerald	Diamond
Available	4	4	5	4	2	1
Starting Package Price	\$3,000	\$5,000	\$8,500	\$12,500	\$14,000	\$16,000
Marketing & Advertising Credit Value	\$1,700	\$2,800	\$4,800	\$7,000	\$8,000	\$9,000
Hyperlinked logo & company name on the exhibitor list webpage	Yes	Yes	Yes	Yes	Yes	Yes
Recognition as a sponsor across social media platforms (LinkedIn, Instagram, X)	Yes	Yes	Yes	Yes	Yes	Yes
Customized promo toolkit	Yes	Yes	Yes	Yes	Yes	Yes
Logo and company information on Digital Show Guide’s sponsor page	Yes	Yes	Yes	Yes	Yes	Yes
Highlighted company name in the exhibitor list in Digital Show Guide	Yes	Yes	Yes	Yes	Yes	Yes
Logo visibility on post-show report	Yes	Yes	Yes	Yes	Yes	Yes
Logo visibility in registration confirmation emails	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary company listing in the Product Showcase digital listings	Yes	Yes	Yes	Yes	Yes	Yes
Logo visibility on the large on-site sponsor banner near show entrance	Yes	Yes	Yes	Yes	Yes	Yes
Logo featured in event promo video on social channels	Yes	Yes	Yes	Yes	Yes	Yes
Booth highlighted on the on-site printed floor plan			Yes	Yes	Yes	Yes
Hyperlinked logo in pre-show promotional eblasts				Yes	Yes	Yes
Logo recognition in CHFA pre-show coverage in trade publications				Yes	Yes	Yes
Discount on advertising with select media partners					Yes	Yes
Half-page print ad with select media partners					Yes	
Full-page print ad with select media partners						Yes
Logo on the front cover of the Digital Show Guide						Yes
Logo on the front cover of the printed floor plan and exhibitor list						Yes
Logo visibility on the registration desks						Yes

Marketing Opportunities At-a-Glance

Use this section to navigate to the various
marketing opportunities we have to offer.



Marketing Opportunities: Top Sellers

Top Sellers	Price	Qty.	Learn More
[PRERO] Rotating Banner Advertisement on the Website	\$500	10	Pg. 17
[PREBS] Banner Ad in Pre-show Promo Email Blast – Show Month	\$1,200	4	Pg. 18
[PREBW] Branded Email to Attendee List (Show Week) 	\$1,500	3	Pg. 18
[ADEMA] Branded Email to Attendee List (Show Days) 	\$1,700	4	Pg. 18
[ADPUL] Event: Pull Up Banner Placement	\$1,000	5	P. 23
[ADCEL] Happy Hour/Celebration Station (Alcoholic)	Starting at \$1,850	10	Pg. 24
[ADCEN] Happy Hour/Celebration Station (Non-Alcoholic)	\$700	6	Pg. 24
[ADSHO] Product Showcase: Featured Product Shelf	\$375 <i>before Aug. 8</i> \$400 <i>afterwards</i>	200	Pg. 25
[ADINS] Product Sample in Show Bag	\$1,000	5	Pg. 26
[ADBAG] Retailer Gift Bag: Sample Insert	\$300	15	Pg. 26
[ACTSA] Event: Entrance Sampling Station – Saturday 	\$2,000	8	P. 27
[ACTSU] Event: Entrance Sampling Station – Sunday	\$1,500	8	P. 27
[CONBR] Conference Speaking Opp: Brand School/Business School – 45 Min Session	\$1,250	12	P. 37
[PREBE] Branded Email to Exhibitor List (Pre/Post Show)	\$1,400	6	More Info

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

 **Top Seller**
 **Moves Quickly**







Marketing Opportunities At-a-Glance

Digital Advertising	Price	Qty.	Learn More
[PRERO] Rotating Banner Advertisement on the Website ★	\$500	10	Pg. 17
[PREB1] Banner Ad in Pre-show Promo Email Blast (July) PREB2] Banner Ad in Pre-show Promo Email Blast (Aug)	\$800	6	Pg. 18
[PREBS] Banner Ad in Pre-show Promo Email Blast (Show Month) ★	\$1,200	4	Pg. 18
[PREBW] Branded Email to Attendee List (Show Week) ★ 🔥	\$1,500	Sold Out	Pg. 18
[ADEMA] Branded Email to Attendee List (Show Days) ★ 🔥	\$1,700	4	Pg. 18
[PREQA] Digital Show Guide: ¼ Page Ad	\$300	12	Pg. 19
[PREHA] Digital Show Guide: ½ Page Ad	\$600	14	Pg. 19
[PREAD] Digital Show Guide: Full-Page Ad	\$1,200	20	Pg. 19

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★ Top Seller
🔥 Moves Quickly

Marketing Opportunities At-a-Glance

On-Site Opportunities	Price	Qty.	Learn More
[ADLAN] Sponsor Exclusive: Attendee Lanyard Sponsorship – FRR* 	\$5,800	Sold Out	Pg. 22
[ADLOG] Logo on Show Bags 	\$2,000	Sold Out	Pg. 22
[ADCAR] Event: Carpet Decals/Stickers	\$2,700	3	Pg. 22
[ADPUL] Event: Pull Up Banner Placement 	\$1,000	5	P. 23
[ADWAS] Event: Washroom Advertising	\$1,200	Sold Out	P. 23
[ADANN] Event: Show Announcement	\$500	3	P. 23
[ADCEL] Happy Hour/Celebration Station (Alcoholic) 	Starting at \$1,850	10	Pg. 24
[ADCEN] Happy Hour/Celebration Station (Non-Alcoholic) 	\$700	6	Pg. 24
[ADSHO] Product Showcase: Featured Product Shelf 	\$375 until Aug 8, 2024 \$400 afterwards	200	Pg. 25
[ADSHA] Product Showcase: Additional Digital Listing	\$100	Unlimited	Pg. 25

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*FRR – First Right of Refusal

  **Top Seller**
Moves Quickly

Marketing Opportunities At-a-Glance

On-Site Opportunities	Price	Qty.	Learn More
[ADINS] Product Sample in Show Bag ★	\$1,000	5	Pg. 26
[ADBAG] Retailer Gift Bag: Sample Insert ★	\$300	15	Pg. 26
[ADMES] CHFA Member Lounge – Snack Sponsor <i>*Exclusive*</i>	\$1,200	Sold Out	Pg. 26
[ADMEA] CHFA Member Lounge – Snack Sponsor Additional Product(s)	\$300	Sold Out	Pg. 26
[ACTSA] Event: Entrance Sampling Station – Saturday ★ 🔥	\$2,000	8	P. 27
[ACTSU] Event: Entrance Sampling Station – Sunday ★	\$1,500	8	P. 27
[ACTSB] Event: Entrance Sampling Station Bundle – Sat & Sun	\$3,000	<i>Based on availability of stations on Sat/Sun</i>	P. 27
[ACTBL] Event: Roaming Sampling Blitz – FRR*	\$2,500	4	P. 28
[ACTBV1] <i>NEW!</i> Event: Beverage Sampling Station – Sat	\$2000	Sold Out	P. 28
[ACTBV2] <i>NEW!</i> Event: Beverage Sampling Station – Sun	\$2000	2	P. 28
[ADDRO/2] Hotel: Product Placement in Rooms (Friday/Saturday) 🔥 <i>*Exclusive for Each Day*</i>	\$4,500	Sold Out	P. 29
[ADGAW] Galleria Window Decals (Double-Sided Window Clings)	\$1,500	4	P.31
[ADGAF] Indoor Galleria Flags	\$3,600	Sold Out	P.31
[ADEFS] Exhibit Hall Entrance Floor Decals	\$6,200	2	P.31
[ADMEE] Meeting Room Rental	\$750	10	P. 32

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

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Marketing Opportunities At-a-Glance

Activations & Events	Price	Qty.	Learn More
[CONSP] New! Conference Title Sponsor	\$10,000	1	P. 35
[ACTAC] New! Custom Experiential Activation	\$2,000	2	P. 36
[CONBA] New! Conference: Networking Break Sampling Sponsor - Afternoon	\$1,000	2	P. 37
[CONBR] Conference Speaking Opp: Brand School/Business School - 45 Min Session ★	\$1,250	Sold Out	P. 38
[CONBR2] New! Conference Speaking Opp: Brand School/Business School - 20 Min Session	\$850	8	P. 38
[CONLP] Conference: Launch Pad Sponsor	\$1,000	Sold Out	P. 39
[CONPC] Conference: Launch Pad Prize Sponsor	\$1,500	Sold Out	P. 39
[CONDE] New! Conference: Rise & Unite Breakfast Sponsor	\$1,500	3	P. 39
[CONMM] New! CHFA Member Mixer Main Sponsor	\$10,000	Sold Out	P. 41
[CONM2] New! CHFA Member Mixer Supporting Sponsor	\$3,000	4	P. 41
[CONMP] New! CHFA Member Mixer Photobooth Sponsor	\$1,200	Sold Out	P. 41
[CONRM] Regulatory Forum: Morning Sponsor - FRR*	\$4,500	Sold Out	P. 42
[CONRA] Regulatory Forum: Afternoon Sponsor - FRR*	\$4,500	1	P. 42
[CONRL] Regulatory Forum: Lunch Sponsor - FRR*	\$2,00	Sold Out	P. 42
Award Sponsors – FRR* 🔥	\$750	Sold Out	P. 43

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

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B2B Opportunities At a Glance

B2B Opportunities: Reach Exhibitor Brands	Price	Qty.	Learn More
[PREBE] Branded Email to Exhibitor List (Pre/Post Show) ★	\$1,400	6	<div>Click here to view full B2B Opportunities</div>
[ADBOO] Exhibitor Booth Drop	\$1,000	5	
[ADNET] New! Network & Chill Lounge Sponsor	\$5,000	1	
[ADWST] NEW! Water Refill Stations Advertising *Exclusive*	\$1,300	Sold Out	

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Digital Advertising

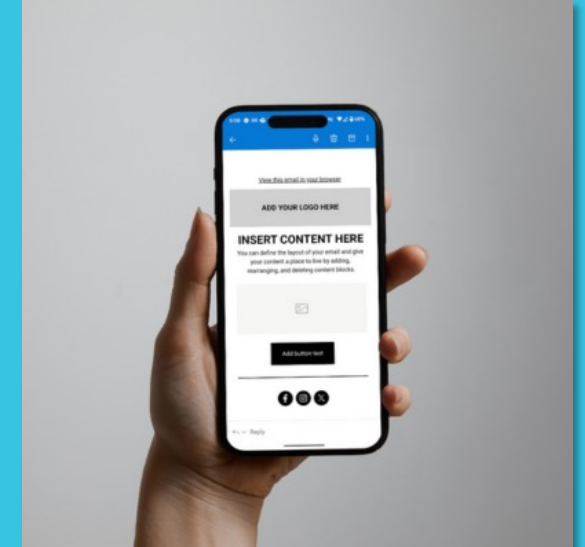
Choose from a variety of digital advertising, including social media, web and email advertising options to get your brand noticed and create excitement for attendees from online to IRL!



[PRERO] Rotating Banner
Advertisement on the
Website



[PREB1] Banner Ad in Pre-show
Promo Email Blast (July)
[PREB2] Banner Ad in Pre-show
Promo Email Blast (Aug)
[PREBS] Banner Ad in Pre-show
Promo Email Blast (Sept - Show
Month)



[PREBW] Branded Email to
Attendee List (Show
Week)
[ADEMA] Branded Email
to Attendee List (Show
Days)

Website

PRERO

Rotating Banner Advertisement on the Website ★
\$500
Qty: 10

The CHFA NOW website is the hub for all event details and conference sessions. Capture the attention of visitors as they scroll the site with rotating banner advertisements.

Reach*: 243,000+ views, 36,000 active users, and an average time of 2+ minutes spent on a page.

Specs: One static image. Content is subject to CHFA approval.

**Based on CHFA NOW Toronto 2023 website traffic.*

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

Email Marketing

PREB1 PREB2	Banner Ad in Pre-Show Promo Email Blast (July/Aug) \$800 Qty: 6	Market to a highly qualified audience of industry professionals. Our pre-show emails announce exciting details like our special events and product showcase. Get your brand in front of this qualified and engaged audience's inboxes. Want to keep your brand top of mind right before the show? Opt. for an ad in our show month emails to maximize your exposure. Reach*: Approx. 19,000+ Stats*: All pre-show emails: Avg. Open Rate: 51%, Avg. Click Rate: 7.8% Show month emails: Avg. Open Rate: 54%, Avg Click rate: 7.1% Specs: One static banner ad.
PREBS	Banner Ad in Pre-Show Promo Email Blast (Show Month) ★ \$1,200 Qty: 4	
PREBW	Branded Email to Attendee List (Show Week) ★ 🔥 \$1,500 Qty: 3 Sold Out	Want to get the attention of attendees right before the show? You design the email, and we'll send it to registered attendees the week of the show. Reach*: Approx. 3,800 Stats*: Avg. Open Rate: 54% , Avg. Click Rate: 6.2% Specs: Available dates Sept 16-18. Only 1 email sent per day, reserved on a first-come, first-served basis. Email content is subject to CHFA approval.
ADEMA	Branded Email to Attendee List (Show Days) ★ 🔥 \$1,700 Qty: 4	You design the email to promote your brand, product, or services, and we'll email it to all registered attendees during the event to keep your brand top of mind. Reach*: Approx. 3,800 Stats*: Avg. Open Rate: 54% , Avg. Click Rate: 6.2% Specs: Available dates Sept. 19-22. One to two emails sent per day reserved on a first-come, first-served basis. Email content is subject to CHFA approval.

**Based on CHFA NOW Toronto 2023 email stats*

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

★ **Top Seller**
🔥 **Moves Quickly**

Digital Show Guide

PREQA	Digital Show Guide: 1/4 Page Ad \$300 Qty: 12	<p>Our Digital Show Guide is the one-stop shop for attendees to plan their show. Get in front of our audience right before the show to drive traffic to your booth and/or website.</p> <p>Reach & Stats*: 5,500+ views, 30% were before the show even started.</p> <p>Specs: Available in 1/4 page, 1/2 page & full-page options. Accessible on desktop and mobile in digital format. Creative can include video, images and links to drive traffic to your website.</p> <p><i>*Based on CHFA NOW Toronto 2023 Show Guide Stats.</i></p>
PREHA	Digital Show Guide: 1/2 Page Ad \$600 Qty: 14	
PREAD	Digital Show Guide: Full Page Ad \$1,200 Qty: 20	



[View CHFA NOW
Toronto 2023
Digital Show Guide](#)

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

★ **Top Seller**
🔥 **Moves Quickly**



On-Site Opportunities

Choose from a variety of brand awareness initiatives, product sampling and advertising opportunities that will keep you top of mind with attendees at the show.



[ADLAN] Sponsor Exclusive:
Attendee Lanyard Sponsorship



[ADCAR] Event: Carpet
Decals/Stickers

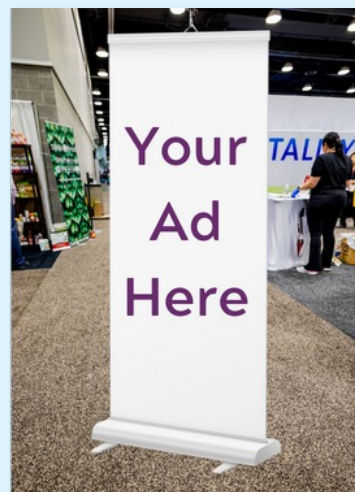


[ADMES] CHFA Member Lounge – Snack
Sponsor *Exclusive*



[ADLOG] Logo on Show Bags

[ADINS] Product Sample in
Show Bag



[ADPUL] Event: Pull Up
Banner Placement






[ADWAS] Event:
Washroom Advertising



[ADBAG] Retailer Gift Bag
Sample Insert

On-Site Brand Awareness

ADLAN	Sponsor Exclusive: Attendee Lanyard Sponsorship – FRR*   \$5,800 Sold Out	<p>Catch the attention of every retailer with this highly visible branding opportunity. Get your logo on the official show lanyards distributed to attendees at the show. Note that the CHFA logo also appears on the lanyards. You're in good company here!</p> <p>Reach: 3,000 attendees</p>
ADLOG	Logo on Show Bags  \$2,000 Sold Out	<p>Elevate your brand by partnering with the industry's leading association and honour your dedication as a sponsor with this invaluable branding opportunity. Feature your logo among other sponsors along with the CHFA logo on the show bag.</p> <p>Reach: 3,000 attendees</p>
ADCAR	Event: Carpet Decals/Stickers \$2,700 Qty: 3	<p>Capture the attention of retailers and lead them directly to your booth with custom carpet decals on the show floor. Great for new product introductions and surprise booth giveaways.</p> <p>Specs: Up to (8) eight stickers (2'x2') produced and designed by the exhibitor through the official show decorator. Artwork is subject to CHFA approval.</p>

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*FRR – First Right of Refusal

On-Site Brand Awareness

ADPUL	Event: Pull Up Banner Placement ★ \$1,000 Qty: 5	<p>Advertise beyond your booth. Put your free-standing, pull-up banner in a high-traffic area during show hours and increase your brand recognition and exposure throughout CHFA NOW. <i>Opportunities for custom banners are available, such as an inflatable display. Additional costs apply. Contact sales@chfa.ca for more info.</i></p> <p>Specs: Maximum size of 3'w x 6'h. Delivery and pick-up of signage is the responsibility of the sponsor. Sign placement must comply with facility guidelines and is assigned on-site by CHFA.</p>
ADWAS	Event: Washroom Advertising \$1,200 Qty: 2 Sold Out	<p>We've all got to go... and this is your chance to be there. It's the perfect opportunity for personal care brands to place ads and products in high-traffic washrooms to capture the attention of attendees and exhibitors.</p> <p>Specs: Includes production and placement of (1) one graphic that is 18" wide x 24" high in (4) four high-traffic washrooms near and/or inside the exhibit hall. Ad is produced and designed by the exhibitor through the official show decorator. One product placement is allowed. Product is subject to CHFA approval.</p>
ADANN	Event: Show Announcement \$500 Qty: 3	<p>Mic test one-two, one-two! Have a special announcement, contest, or activation happening at your booth? This is your opportunity to draw the attention of attendees right when you want it most.</p> <p>Specs: 50 words max. Timeslots are assigned on a first-come, first-served basis. Content is subject to CHFA approval.</p>

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.



Celebration Stations

ADCEL

**Happy Hour/Celebration Station
(Alcoholic) ★**

Starting at \$1,850

Qty: 10

One of the most anticipated activations on the CHFA NOW show floor are the Celebration Stations. Hosting Happy Hour at your booth almost guarantees more foot traffic and opportunities for you to connect with retailers and other show attendees. Happy hour is held on Saturday, September 21 from 3:30 – 4:30 PM.

Specs: Sponsors receive logo placement in pre-show promotions, show guide & on-site signage. You select the alcoholic beverage and quantity, and we'll arrange for a bartender to deliver it to your booth and serve your guests.



ADCEN

**Happy Hour/Celebration Station
(Non-Alcoholic) ★**

\$700

Qty: 6

Host a Celebration Station without the alcohol! Offered only to non-alcoholic beverage brands, this is your opportunity to stand out to those who are sober curious and attract more foot traffic to your booth during this popular activation. You provide the beverages and cups, and we'll promote your booth during Happy Hour! A bartender can be provided at an additional cost. Happy hour is held on Saturday, September 21 from 3:30 – 4:30 PM.

Specs: Logo placement is included with traditional celebration station promotions.



Order celebration stations [here](#).
Prices and availability are subject to change.

★ **Top Seller**
Moves Quickly

Product Discovery

ADSHO

Product Showcase:

Featured Product Shelf ★

\$375 until Aug. 8, 2024

\$400 from Aug. 9– Sept 21, 2024

Qty: 200

This is the place to be if you want to get your brand noticed. Our product showcase lets you demonstrate the visual impact your product(s) have in store, and it's where retailers go first before they enter the show floor.

Inclusions: Flexible buying options are available. Purchase one (1) shelf or an entire showcase with four (4) shelves for maximum brand-building potential. For every shelf purchased, you receive one complimentary digital listing on the CHFA NOW website.

Have multiple products you want to spotlight on our website? You may purchase additional digital product showcases at \$100 each (*Item Code: ADSHA*).

Digital Stats*: 4,900+ page views, 2,200+ clicks, avg. of 3 mins spent on page

Specs: Physical shelf specs [here](#).

Digital listing: 50-word product description, image and website links.

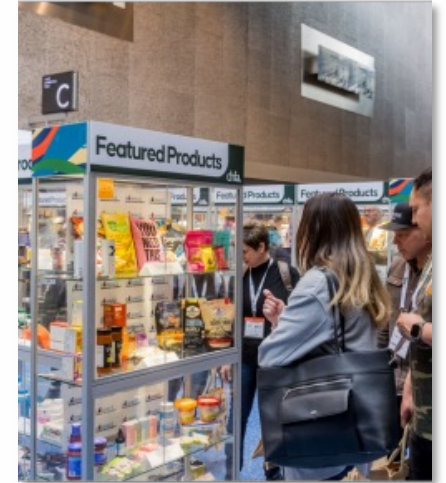
Note: Price will increase from \$375 to \$400 after August 8, 2024. On-site purchases will be available at \$400 but will not include a digital listing.

ADSHA

Digital Product Showcase: Additional Listing

\$100

Qty: Unlimited



*Based on CHFA NOW Toronto 2023 stats

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★ **Top Seller**
Moves Quickly

Passive Sampling

ADINS	Product Sample in Show Bag ★ \$1,000 Qty: 5	<p>Secure your spot inside one of the most requested items at the show, the CHFA show bag. Your product samples will be first in this desired piece of real estate before attendees start walking the floor.</p> <p>Reach: 3,000 Specs: Minimum of 2 participating brands required. A total of 3,000 samples required.</p>
ADBAG	Retailer Gift Bag: Sample Insert ★ \$300 Qty: 15	<p>Through our Retailer VIP Program, we're offering retailers a fully loaded gift bag! Get your samples into the hands of 100 retailers during the trade show.</p> <p>Reach: 100 qualified retailers</p> <p>Specs: One product SKU per purchase (multiple flavours are an additional item). 100 units per product are required. Product submissions are subject to CHFA approval. Sponsors receive logo placement on marketing materials: CHFA NOW website, digital show guide, and on-site signage.</p>
ADMES	CHFA Member Lounge Snack Sponsor  \$1,200 Qty: 1 (up to 4 product SKUs)	<p>When CHFA Members and Associates need a break from the show floor, they head to the Member Lounge to regroup, network, and enjoy exclusive snacks and beverages from our sponsors. Want to be the star of this experience? This is your opportunity!</p> <p>Reach: 400+ visitors, based on CHFA NOW 2023 stats.</p>
ADMEA	Additional Product SKU(s) \$300 Qty: 2 Sold Out	<p>Specs: Limited to food and beverage products only. Up to four product SKUs for the base price. Up to two additional product SKUs can be added for \$300 each (<i>Item Code: ADMEA</i>). Multiple flavours are considered an additional item.</p> <p>Participating brands will get logo placement in the official show guide, on-site signage, and website.</p>

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.





Entrance Sampling

ACTSA	<p>Event: Entrance Sampling Station - Saturday ★🔥</p> <p>\$2,000</p> <p>Qty: 8</p>	<p>Welcome to the show! Would you like a sample? Stationed near the show floor entrances, sampling tables capture the attention of attendees before they enter the show floor on Saturday & Sunday.</p>
ACTSU	<p>Event: Entrance Sampling Station - Sunday ★</p> <p>\$1,500</p> <p>Qty: 8</p>	<p>Bundle & Save! Interested in sampling both days? Book a sampling table for both Saturday & Sunday for \$3,000 (save \$500!) The same brand must sample on both days. Please email sales@chfa.ca to book. (Item code: ACTSB)</p> <p>Specs: Each table includes one (1) six-foot draped table and the opportunity to display one (1) pull-up banner (max. size 3' wide x 6' high). A max of two samplers per at any given time (includes two additional show badges for samplers).</p>
ACTSB	<p>Event: Entrance Sampling Station Bundle - Saturday & Sunday</p> <p>\$3,000</p>	<p>Tables are assigned on a first-come, first-served basis. All food samples must adhere to facility health and safety guidelines as outlined in the exhibitor manual.</p>



Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

Indoor/Outdoor Sampling

ACTBL	Roaming Sampling Blitz (Indoor/Outdoor) - FRR* \$2,500 Qty: 4	<p>On your mark. Get set. Sample! Taking place at high-traffic areas inside the exhibit hall and outside the venue at peak times, this 2-hour sampling blitz is designed to keep your brand top of mind as retailers enter and exit the show. This is your time to get creative and amuse and delight attendees with costumed samplers, mascots, or performers.</p> <p>Specs: Opportunity includes one 2-hour sampling blitz per day assigned on a first-come, first-served basis and is non-exclusive. Concept must be approved by CHFA.</p>
ACTBV1	Outdoor Beverage Sampling Station - Saturday  \$2,000 Qty: 2 - Sold Out!	<p>Capture attendees with a refreshing or energizing drink by sampling next to our highly attended food trucks. Located conveniently outside the exhibit halls, you will attract retailers as they're lining up for their free lunch or other attendees looking for a delicious meal.</p> <p>Specs: Opportunity to sample for 3-hours from 11:00 AM – 2:00 PM each day stationed near the food trucks outdoors. Beverage must be ready-to-drink and adhere to facility health and safety guidelines outlined in the exhibitor manual.</p>
ACTBV2	Outdoor Beverage Sampling Station - Sunday  \$2,000 Qty: 2	<p>A tent is provided (10x10' space). Sponsor can display one (1) pull-up banner (max. size 3' wide x 6' high). Sponsor is responsible for production and cost of additional signage.</p> <p>A max of two samplers per station at any given time (includes two additional show badges for samplers).</p>



Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

*FRR – First Right of Refusal

Hotel Sampling

ADDRO

ADDR2

Hotel: Product Placement in Rooms
(Friday / Saturday) **EXCLUSIVE** 🔥

Exclusive for Each Day

\$4,500

Qty: 2

Sold Out

Surprise show attendees and exhibitors when they check into their rooms and create the buzz on social and the show floor! Curate your own hotel care packages and we'll drop them off either Friday or Saturday.

Reach: Approx. 700 rooms

Specs: Product details must be submitted to CHFA for approval to participate.

For this opportunity, the sponsor may provide branded content, such as a personalized bag and/or branded card.

One exclusive sponsor per day is reserved on a first-come, first-served basis.



Chocxo's 2022 Room Drop was a huge success! They sponsored it at every show.



Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

★ **Top Seller**
🔥 **Moves Quickly**



**Galleria Window Decal
(Double-Sided Cling)**



Indoor Galleria Flags



**Exhibit Hall Entrance
Floor Decal**

In-Show Advertising

ADGAW	Galleria Window Decal (Double-Sided Cling) \$1,500 Qty: 4	Take advantage of the glass windows of the galleria in the Enercare Centre by placing your brand on a double-sided window cling (size: 50" x 98"). This is a high-traffic area that will command the attention of attendees inside and outside the Enercare Centre!
ADGAF	Indoor Galleria Flags \$3,600 Qty: 3 Sold Out	A unique opportunity to show off your brand through a set of four double-sided flags (size: 30" x 84") in the light-filled galleria. Whether you choose to feature an elongated CTA, logo or image of your product, you'll be noticed in this high-traffic area.
ADEFS	Exhibit Hall Entrance Floor Decal \$6,200 Qty: 2	Be the first thing attendees see when they arrive in the exhibit hall and the last thing they see when they leave. Take over one of the main entrances of the show floor with a large 120"x240" decal, with heavy foot traffic promising lots of eyes on your brand.

Head to our [online portal](#) to order your advertising opportunities.
Prices and availability are subject to change.

Meeting Room Rental

ADMEE

Meeting Room Rental

\$750

Qty: 10

Need a place to have meetings or give your staff a place to rest? Rent a meeting room to have your own dedicated space.

Specs: Rooms located at the Enercare Centre near the trade show floor. Chairs and tables are included in the room. Use of AV equipment is an additional cost (your own equipment or rented).



Head to our [online portal](#) to order your advertising opportunities.
Prices and availability are subject to change.

Activations & Events

Choose from a variety of beyond-the-booth activations, and conference education opportunities to keep you top of mind with attendees and position your brand as an industry leader.



[CONBA] Conference: Networking Break Sponsor – Afternoon

[CONLP] Launch Pad Sponsor
[CONPC] Launch Pad Prize Sponsor

[CONMM] CHFA Member Mixer Sponsor
[CONM2] CHFA Member Mixer
Supporting Sponsor
[CONMP] Photobooth Sponsor

NEW! Conference Title Sponsor*

Your brand will be the center of attention during the entire conference on Friday. From prominent stage signage, and advertising opportunities to a complimentary Brand School session, you'll be top of mind for all conference attendees. **Total Conference attendance:** Approx. 1,000

Cost	\$10,000
Qty	1 (Exclusive)

- Logo placement on conference stage backdrop (where applicable), on-site signage and digital screens. **
- Logo recognition on digital channels at the time of purchase: Website, digital show guide, and select social posts and email campaigns
- Verbal recognition at Keynote Lunch
- Opportunity to introduce the Keynote speaker. Script will be provided by CHFA.
- Branded promotional assets
- Logo on the front of the printed conference program
- One (1) Full-page ad in digital show guide and printed conference program
- Complimentary 45-Min Brand School Session
- Complimentary conference networking break station
- Opportunity to include web banner ad on conference schedule website
- Eight (8) Keynote Lunch session passes

**Sponsorship does not include Brand Schools, CHFA Member Mixer, Rise & Unite Breakfast and Launch Pad*

***Excludes Brand School, Launch Pad and Regulatory Forum session rooms.*

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

Show Activations & Events

ACTAC	<p>Custom Experiential Activation</p> <p>\$2,000</p> <p>Qty: 2</p>	<p>Pre-show yoga sesh? Mid-day bike ride? The ideas are endless, and this opportunity lets you get creative and treat attendees to a special event of your choosing during the conference. We'll promote your event through the CHFA NOW website, digital properties, and our digital show guide to get people there to have fun and see what your brand is all about.</p> <p>Specs: Brands are responsible for the cost of the activation. Activation is held on Friday during a non-exclusive timeslot chosen by you*. The event cannot exceed 50 people. The event concept is subject to CHFA approval.</p> <p>*Exception includes the keynote lunch session from 11:30 AM-1:00 PM.</p>
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Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

NEW! Networking Break Sampling Sponsor

CONBA

**Conference: Networking Break
Sampling Sponsor - Afternoon**



\$1,000

Qty: 2

We've reimagined our afternoon networking breaks and want you to be a part of this experience! Our extended 3.5-hour break will give attendees more chances to meet with industry friends. Your table will be located near the conference session rooms at high traffic areas where CHFA will provide a gourmet espresso bar and snack stations to bring the attendees there.

Give conference attendees the jolt they need to get them through the afternoon, whether it's an energizing snack, beauty product or healthy living essential.

Specs/Entitlements: Networking Break is from 12:00 PM – 4:30 PM.

Sponsoring this opportunity includes logo recognition on show marketing material, website, digital show guide, printed conference program and on-site signage.

A sample table is provided with a spot for two samplers and two additional badges are provided.

Sampling Rules: Only 4 oz beverage and 1 oz food samples allowed, and/or full-sized sealed food and beverage products in original packaging. Sponsor must adhere to the food sampling policy outlined in the exhibitor manual.



Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

★ **Top Seller**
Moves Quickly

Conference Education

CONBR

Conference

Speaking Opportunity:

Brand School / Business School ★

45 Min Session

\$ 1,250

Qty: 12

Want to showcase your thought leadership in the industry with category insights that position you as the can't miss brand? Have a great product or service you want to spotlight through education? A brand story the world needs to know about?

Our Brand School/Business School gives you the stage to share your story and educate on topics and insights that make you a thought leader in the industry. These are your sessions to have fun with, showcase your brand personality, and deliver valuable insights and education to drive sales and boost your brand visibility.

Now available in shorter 20-minute time slots at a lower cost!

Specs: Each session is either 20 minutes in length or 45 minutes. Session will be included in conference schedule online and digital show guide.

Leave an impression by sending attendees home with a closed product sample or a branded gift during your session.

CONBR2

20 Min Session

NEW



\$850

Qty: 8



Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

Conference Sponsorship

CONLP	Launch Pad Sponsor \$1,000 Qty: 5 Sold Out	<p>CHFA Launch Pad gives exhibiting brands a platform to showcase the next big thing in natural, organic and wellness. In this "Dragons' Den-style" competition, up and coming brands go head-to-head vying for industry and media exposure, and a chance to win a prize package worth over \$25K . By sponsoring one of the top attended sessions at the show, you'll be at the forefront of the buzz this event creates!</p> <p>Session attendance: Approx. 200</p> <p>Click here for entitlements.</p>
CONPC	Launch Pad Prize Sponsor  \$1,500 Qty: 4 Sold Out	<p>Do you provide a B2B service that can help start-up brands launch to the next level like marketing, branding, consulting, audience insights or research? Offer your services to the winner as a part of the prize package and be recognized for playing a part in an innovative start-up's journey to success.</p> <p>Session attendance: Approx. 200</p> <p>Click here for entitlements.</p>
CONDE	Rise & Unite Breakfast Sponsor  \$1,500 Qty: 3	<p>Join us at our first-ever diversity, equity and inclusion breakfast where we will host a panel of experts to inspire, inform and engage our industry on DE&I efforts. Your sponsorship will be instrumental in enhancing the impact of this event.</p> <p>Session attendance: Approx. 100</p> <p>Click here for entitlements.</p>

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

Conference Sponsorship Entitlements

	[CONDE] Rise & Unite Breakfast Sponsor	[CONLP] Launch Pad Sponsor	[CONPC] Launch Pad Prize Sponsor
Cost	\$1,500	\$1,000	\$1,500
Qty	3	5	Sold Out
Logo placement on signage on-site & digital screens	✓	✓	✓
Verbal recognition at the session	✓	✓	✓
Your logo featured on marketing material from the time of purchase (social media, conference schedules, CHFA NOW website, digital show guide)	✓	✓	✓
Opportunity to add product into a goodie bag. Min. of 150 products required. <i>(Product is subject to CHFA approval)</i>	✓		
Opportunity to distribute collateral on-site	✓		
30 sec video on your brand's DEI efforts played during breaks at the breakfast	✓		
Logo placement on signage at each Launch Pad finalist's booth on Saturday & on the main screen at the award ceremony where the winner is announced		✓	✓
Verbal recognition during award ceremony when the Launch Pad winner is announced			✓
One (1) dedicated social media post promoting your prize offer			✓

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

NEW! CHFA Member Mixer Sponsorship

Be the life of the party by sponsoring our Member Mixer – the ultimate industry bash where we kick off the festivities with music, drinks, networking, and a ton of fun. Elevate your brand and be part of the celebration everyone will be talking about!

Attendance: Approx. 300+

	Cost Qty	[CONMP] Photobooth Sponsor	[CONM2] Member Mixer Supporting Sponsor	[CONMM] Member Mixer Main Sponsor
		\$1,200	\$3,000	\$10,000
		Sold Out	4	SOLD OUT
Logo visibility on signage		✓	✓	✓
Hyperlinked logo on chfanow.ca website and show guide at the time of purchase		✓	✓	✓
Acknowledgement during welcoming remarks		✓	✓	✓
Custom branded invitations			✓	✓
Logo placement on signage and all marketing materials at the time of purchase (social, show guide, email, website)			Secondary Placement	Primary Placement
Private VIP lounge inside the party room				✓
Skip the drinks line, get your own bar in the VIP lounge				✓
Opportunity to decorate and brand the VIP lounge*				✓
Opportunity to distribute product samples/collateral on-site				✓
Logo visibility on photo prints		✓		

**Decorations and printed material must adhere to venue guidelines and are subject to CHFA approval. Freestanding items are allowed, nothing hung or stuck on walls or pillars and furniture can't be moved.*

***Restrictions apply. Food samples must be pre-packaged and adhere to the food sampling policy. Collateral is subject to CHFA approval.*

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

Regulatory Forum Sponsorship

Highly technical and informative, our regulatory sessions focus on what brands need to know to keep Canadians healthy and safe. These sessions offer an opportunity to get your brand in front of a highly targeted audience of regulatory professionals.

	[CONRM] [CONRA] Morning/Afternoon Sponsor - FRR*	[CONRL] Lunch Sponsor - FRR*
Cost	\$4,500	\$2,000
Qty	2	Sold Out
Opportunity to introduce the speaker (script is provided by CHFA)	✓	
Opportunity to place collateral on attendee's seats	✓	✓
Logo placement on signage on-site	✓	✓
Verbal recognition at the session	✓	✓
Your logo featured on marketing material from the time of purchase (social media, conference schedules, CHFA NOW website, digital show guide)	✓	✓
Complimentary Tickets	4	2
Your logo featured on-screen in the session room	✓	✓

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

*FRR – First Right of Refusal

Award Sponsors

EACH AWARD IS EXCLUSIVE



Leaders recognize the accomplishments of others. By sponsoring one of our seven (7) awards you're recognizing the strengths of this industry and helping to elevate its successes for years to come. The winners will be announced at the Industry Achievement Award Ceremony where our industry gathers to celebrate each other and toast to a successful show!

For the following awards, a cash donation will be provided to the award recipient which is included in the sponsorship cost.

- [AWSP2] CHFA Award for Excellence in Sales
- [AWSP3] CHFA Award for Excellence in Retail Sales

Entitlements:

- Opportunity to have a representative from your organization present the award on stage (CHFA will provide a script)
- Logo recognition on-screen at the awards
- Logo on awards program



AWSP1	Best in Retail Award - FRR*  \$750 Sold Out
AWSP2	CHFA Award for Excellence in Sales - FRR* \$750 Sold Out
AWSP3	CHFA Award for Excellence in Retail Sales - FRR* \$750 Sold Out
AWSP4	Agent of Change - FRR* \$750 Sold Out
AWSP5	Woman of Influence - FRR* \$750 Sold Out
AWSP6	CHFA Celebrating Diversity Award - FRR* \$750 Sold Out
AWSP7	Trailblazer Small Business- FRR*  \$750 Sold Out

Head to our [online portal](#) to order your advertising opportunities. Prices and availability are subject to change.

*FRR – First Right of Refusal

Retailer Breakfast Sponsorship

	[ACTB1] Main Sponsor	[ACTB1] Co-Sponsor	[ACTB2] Additional Co-Sponsor
Cost	\$5,000 (split amongst sponsors}		\$1,500.00
QTY Available	Sold Out	Sold Out	Sold Out
Recognition as the exclusive sponsor of the Retailer Breakfast hosted on Saturday & Sunday	✓		
Opportunity for up to two (2) co-sponsor placements*	✓		
Opportunity for a senior representative of the sponsor's company to introduce the speaker (Scripted by CHFA)**	✓		
Opportunity to place one (1) marketing collateral/a promotional item/a swag bag (subject to CHFA's approval) at each seat/table.†	✓		
Customized retailer invite that you can share with your customers**	✓		
A full-page digital show guide ad**	✓		
Ad space within one of our email blasts to registered attendees**	✓		
Verbal recognition of sponsorship in the session by a CHFA representative or speaker	✓	✓	✓
Logo visibility on signage and digital screens as determined by CHFA	✓	✓	✓
Logo featured on pre-show marketing material from the time of purchase (social media, conference schedules, CHFA NOW website, digital show guide)	✓	✓	✓
Option for on-site product placement and sampling during Retailer Breakfast. Max of 1 product per co-sponsor. Additional fees apply***		✓	✓

*Additional co-brand can only be purchased by exclusive retailer breakfast sponsor. No more than one (1) additional co-brand opportunity can be purchased.

**Co-brand may be included or given the main sponsor's advertising opportunities (customized retailer invite, full page ad, e-blast ad, speaking opportunity) at sponsor's discretion.

† 150 units max and sponsor is responsible for the creation and delivery.

*** Restrictions apply. Products should serve 150 people and must in single-serve packaging, or placed in bowl/jars if bulk items are provided. No preparation/cooking permitted.

We're here to help!

For questions or comments on membership, booth purchases, sponsorship, or marketing opportunities please contact: sales@chfa.ca

For questions or comments on event logistics, booth setup and display guidelines, the conference, or all other inquiries please contact: events@chfa.ca

