



The North American
Agri-Food Business
Accelerator

SPONSORSHIP OPPORTUNITIES



23rd EDITION

MONTRÉAL
APRIL 29
– MAY 01
2026

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BECOME A KEY PLAYER AT **SIAL CANADA** 2026

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 • 70+ countries

85% 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.



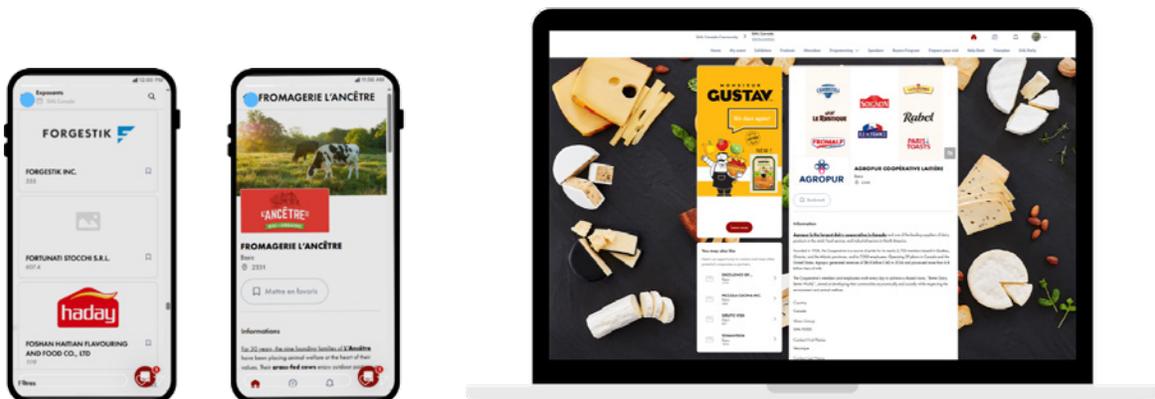
1

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 Ultimate 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	ULTIMATE \$990
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: 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. (Mobile phone not included.).		Add-on \$495	✓



Start setting up your virtual booth in fall 2025 to be visible to visitors as early as March.

BUSINESS PACKAGES

NEW EXHIBITOR PACKAGE*

NEW

\$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

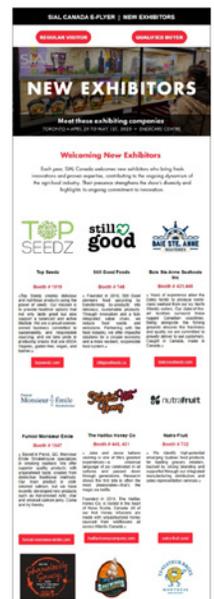
PAVILION PACKAGE*

\$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.

- Ultimate Mobile App Package
- Logo placement on the show floor map
- Your products displayed in one showcase column (3 boxes) in the New Product Launch Showcase (details on the next page).
- Your ad (image/video/logo) displayed in rotation (8 seconds) on 15+ TV screens
- 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 & MEDIA LOUNGE EXPOSURE

Engage with 1,200+ 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 Thursday, April 30.

PRODUCT SAMPLING & VISIBILITY

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

- One bite-sized sample (max 4oz) served in the Lounge
- Product photo, logo and booth number shown at the tasting table
- Mention in the VIP & Media Newsletter with photo and logo
- Press release available in the Media Lounge (print-ready by your team)
- 2 VIP badges, including access to the International Cocktail

\$3,000

PREMIUM SHOWCASE & BRANDING *

Turn VIP & Media 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
- Daily sample or brochure distribution on buyer tables (4oz, one bite-sized sample)
- Your products displayed in one unit glass showcase (3 shelves)
- Gift bag sample insert in 50 buyer hotel rooms (35 US and 15 Canadians)

* Limited to 5 packages

\$7,000



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.

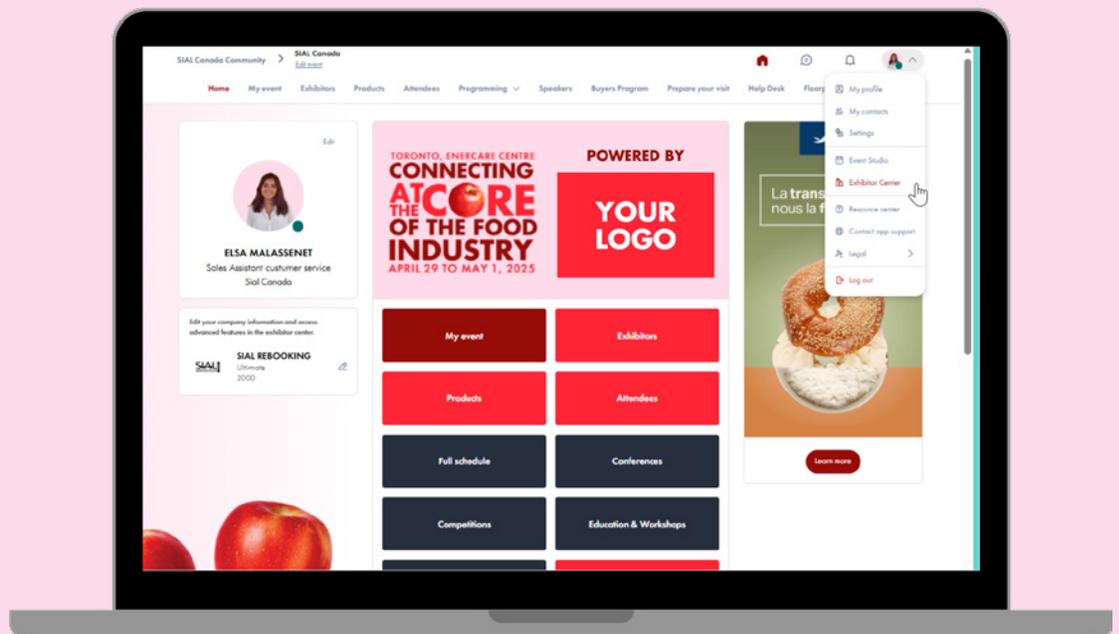
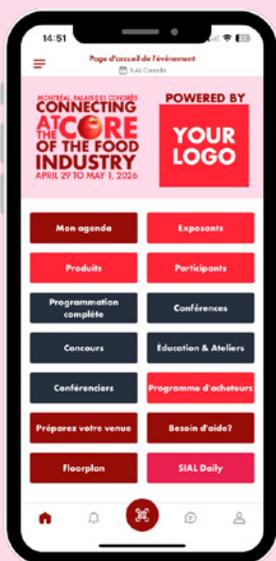
- Wi-Fi login portal (100% reach)
- Mobile app (homepage, banners, notifications)
- Newsletters (to the data-based and registered attendees)
- SIAL Daily magazine (print & digital)
- Social media
- Onsite show signage
- Press release

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	Title Sponsor
		Supported by [Your Brand] (\$10,000 – max 3)	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)		✓
Press release	Mention “Wifi powered by Your Brand”		✓
DURING THE SHOW			
Social Media	Daily Instagram/Facebook story to use the App – Mention & Logo*	✓	✓
TV ad	(15+ screens across the venue) – Your individual 8 sec ad	✓	✓
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	(Palais des congrès portal) – logo	✓	✓
Wi-Fi network name branding	“Powered by”		✓
VIP badges		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	✓	✓
Press release	“Thank You” mention to the official Wi-Fi Sponsor		✓
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 Montreal Convention Centre – Palais des Congrès, 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!



NEW PRODUCT LAUNCH SHOWCASE



NEW

NEW PRODUCT LAUNCH SHOWCASE*

Be among the first to showcase a product launched in North America since January 2025, and get high-impact visibility right in the heart of Viger Hall.

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

SHARED BOX (1 PRODUCT)

\$500

PRIVATE BOX (3 PRODUCTS)**

\$1,000

PRIVATE COLUMN (3 BOXES)**

\$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 15, 2026.

- 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

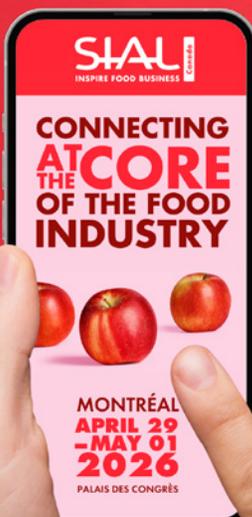
63,000
qualified agri-food contacts

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.

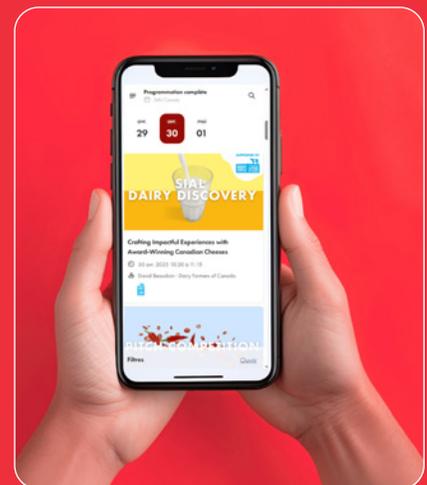
\$500

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



TV ADVERTISING

Promote your brand with a short video or visual ad, broadcasted on 15+ high-traffic screens across key visitor areas at Palais des Congrès for 3 full days.

TV AD – 8 SECONDS: **\$2,000 CAD**

TV AD – 32 SECONDS (4X8S): **\$6,000 CAD**

Limited to 100 spots. Rotation every 15 minutes.



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



MAGAZINE STANDS*

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



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 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**

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**

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

LOWER LEVEL: 22 BANNERS **\$10,000 CAD** – EXCLUSIVE

UPPER LEVEL: 10 BANNERS **\$5,000 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

LOWER LEVEL – VIGER HALL

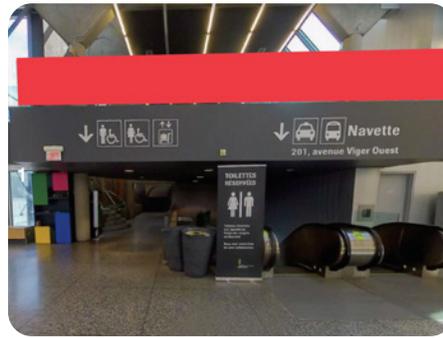
Display your advertisement in the Viger Hall, located at the heart of the Palais des Congrès area, giving access to both levels of the exhibition.



FLOOR CARPET TILES

Number of units: Options available
Size: 58.75 in W x 58.75 in H

UNIT PRICE: **\$1,400 CAD***



MEZZANINE TOP WINDOWS

Number of pieces: 1 **EXCLUSIVE**
Size: 264 in W x 39 in H

UNIT PRICE: **\$2,500 CAD***



VINYL WINDOW GRAPHICS

Number of pieces: 13
Size: Model available upon request

UNIT PRICE: **\$1,400 CAD***

13 PIECES PACKAGE: **\$10,300 CAD***



COLUMNS (5)

Number of units: 8 Per unit
Size: A1-A: 29 5/8 in W x 46 1/4 in H
B1-4: 29 5/8 in W x 91 in H

UNIT PRICE: **\$5,600 CAD***

3 COLUMNS PACKAGE: **\$14,190 CAD***



INTERIOR METAL OF ESCALATORS

Communicating between the two levels
Number of pieces: 6
Size: Model available upon request

PACKAGE FOR 6 SIDES: **\$21,950 CAD***



STAIRCASE STEPS

connecting the two levels
Number of pieces: 3 rows of 68 pieces
Size: 216 in W x 4 in H

TOTAL PRICE: **\$33,290 CAD***

13 PIECES PACKAGE: **\$10,300 CAD***

*Prices before taxes / The prices include installation fees and all visuals must be approved by SIAL Canada which reserves the right to refuse a design or a sponsorship.

YOUR BRAND AT THE SHOW

LOWER LEVEL – VIGER HALL

Entrance and exit area of the show at the lower level under the mezzanine.



INTERIOR WINDOWS

(access to the show, metro, shopping gallery)

Number of pieces: 12

UNIT PRICE: **\$1,400 CAD***

12 PIECES PACKAGE: **\$10,300 CAD***



EXTERIOR WINDOWS

(access to the show)

Number of pieces: 24

UNIT PRICE: **\$1,050 CAD***

24 PIECES PACKAGE: **\$14,500 CAD***



BANNER UNDER THE MEZZANINE

(access to the show)

Number of pieces: 1 **EXCLUSIVE**

UNIT PRICE: **\$5,200 CAD***

PRIVATE MEETING ROOM

Located between two levels on the 4th floor, these private rooms offer a view on the lower level of the show, and allow you to conduct private meetings with buyers.



FROM **\$1,000 CAD (HALF-DAY)** OR **\$1,500 CAD (FULL-DAY)** DEPENDING ON ROOM SIZE

- Half-day: 8:00 AM–1:00 PM or 1:00 PM–5:00 PM
- Full day: 8:00 AM–5:00 PM
- Adjoining lounge and boardroom available (can be connected)
- AV equipment not included, to be rented directly through Palais des Congrès

Available upon request, subject to availability.

*Prices before taxes / The prices include installation fees and all visuals must be approved by SIAL Canada which reserves the right to refuse a design or a sponsorship.

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 2025. 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
SIAL Best Canadian Cheesemonger Competition	Day 1	Celebrate Canadian expertise with a live competition between top cheesemongers. Includes awards, judging, and tastings.
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, Palais des Congrès TV screens)
- 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

BEST CANADIAN CHEESEMONGER COMPETITION

Shine a spotlight on Canadian dairy excellence and gain prime visibility with buyers, media, and industry leaders.

All sponsors are featured in contest communications, before, during, and after the show, including the official video recap (logo size varies by level).

CUSTOMIZED PACKAGES	SUPPORTER \$3,500 (5 max)	VISIBILITY \$7,500 (3 max)	TITLE \$15,000 Exclusive
Logo or mention in all contest communications (website, newsletter, social media, mobile app)	✓	✓	✓
Logo on 15+ screens across the venue	✓	✓	✓
Logo on TV during the competition (SIAL Dairy booth)	✓	✓	✓
Logo on SIAL Daily magazine	✓	✓	✓
Logo in official video recap	✓	✓	✓
Logo on SIAL Dairy booth		✓	✓
Logo on printed show schedule signage		✓	✓
Logo on candidates' aprons and jury jackets*		✓	✓
Social Media, 1 dedicated post (photos, logo, text)		✓	✓
Nomination of a jury member (if no conflict of interest)			✓
Product inclusion during the contest			✓
32-sec video ad on 15+ screens			✓
Roll-up banner on SIAL Dairy booth			✓
Ceremony: 1-min speech and 32-sec video			✓
Prize sponsor mention for the travel to Paris			✓

* Logo size and placement vary by sponsorship level. Premium placement for Title Sponsor.
Note: As the competition celebrates Canadian craftsmanship, sponsors must be registered in Canada.

KNOW A CHEESEMONGER READY TO COMPETE?

Apply now for a chance to be selected! Six finalists will be chosen by our jury to participate in the live competition. Submit your application by March 18 via our form.

\$300 BY APPLICATION



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?

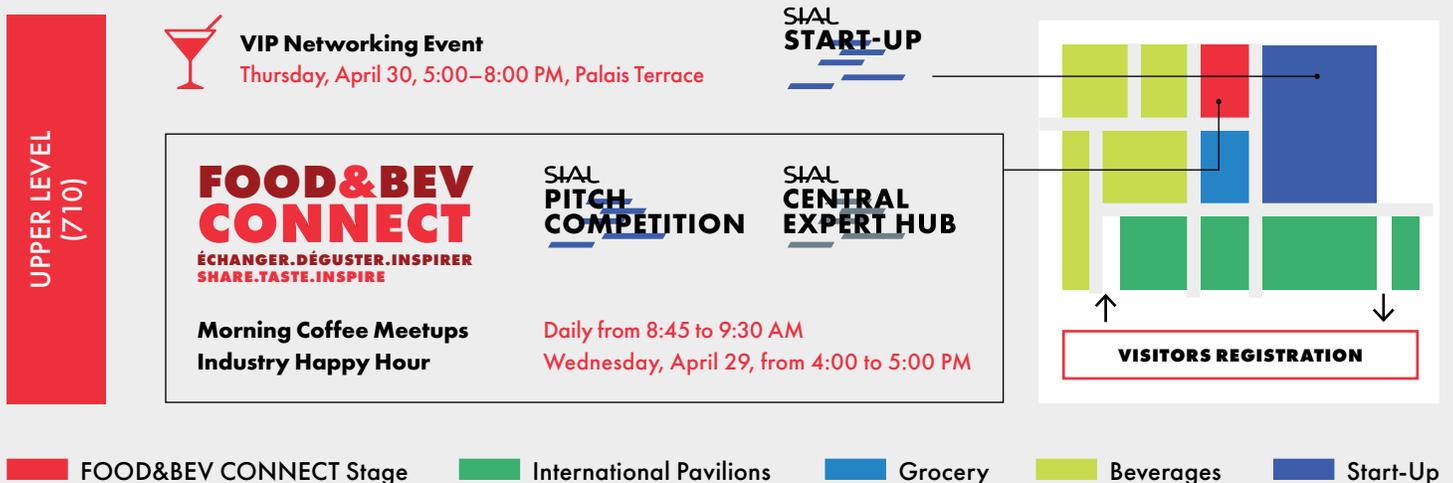
EVENT	WHEN	WHAT
Morning Coffee Meetups	Daily, 8:45-9:30 AM	Light breakfast & beverage sampling to kick off the day as visitors arrive
Industry Happy Hour	Day 1, 4:00-5:00 PM	Casual end-of-day networking with product tastings and terrace access
SIAL Expert Hub	Day 1 & 3	Live 30-min talks with SIAL industry 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, Wed. April 30, 4:00–5:00 PM)

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, TVs)
- **Newsletters & Social Media** (min 5 publications)
- **Website & Mobile App:** logo on each event's listing
- **Press release** mention

BONUS VISIBILITY (BEYOND LOGO PLACEMENT):

- **TV 32-second ad** on 15+ screens
- **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)
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BUSINESS PACKAGES

Mobile App - Premium Package	\$790		\$
Mobile App - Ultimate Package	\$990		\$
Mobile App - Fully Custom Profile	\$250		\$
Mobile App - Logo in the exhibitor index and individual profile	\$400		\$
Mobile App - In-App Lead Capture	\$495		\$
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 - shared box (1 product)	\$500		\$
New Product Launch Showcase - private box (3 products)	\$1,000		\$
New Product Launch Showcase - private colum (3 boxes)	\$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		\$
TV Screen Advertising - 8 sec ad	\$2,000		\$
TV Screen Advertising - 32 sec ad	\$6,000		\$

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 level x10	\$5,000		\$
Show Floor Carpet Tile (x1)	\$650		\$
Show Floor Carpet Tiles (x4)	\$1,950		\$

PALAIS DES CONGRÈS

Floor Carpet Tile (x1)	\$1,400		\$
Mezzanine Top Windows	\$2,500		\$
Vinyl Window Graphics (x1)	\$1,400		\$
Vinyl Window Graphics (x13)	\$10,300		\$
Column (x1)	\$5,600		\$
Columns (x3)	\$14,190		\$
Interior Metal of Escalators (x6)	\$21,950		\$
Staircase Steps (13 pieces)	\$10,300		\$
Staircase Steps (68 pieces)	\$33,290		\$
Interior Window (x1)	\$1,400		\$
Interior Window (x12)	\$10,300		\$
Exterior Window (x1)	\$1,050		\$
Exterior Windows (x24)	\$14,500		\$
Banner Under the Mezzanine	\$5,200		\$
Private meeting room - Half Day	\$1,000		\$
Private meeting room - Full Day	\$1,500		\$

Initial:

ORDER FORM 3/4

ITEMS	PRICES (CAD)	QTY	TOTAL (CAD)
LEADERSHIP & INFLUENCE			
SIAL DAIRY Discovery or Talk - Spotlight Package	\$3,500		\$
SIAL DAIRY Discovery or Talk - Featured Package	\$5,000		\$
Best Canadian Cheesemonger - Supporter	\$3,500		\$
Best Canadian Cheesemonger - Visibility	\$7,500		\$
Best Canadian Cheesemonger - Title	\$15,000		\$
FOOD&BEV CONNECT - Sampling Package	\$3,500		\$
Please select your options:			
<input type="checkbox"/> Beverage sampling - Brand name:			
<input type="checkbox"/> Food sampling - Brand name:			
Preferred Day, to be confirmed with the team:			
Morning Coffee Meetups: Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/>			
Industry Happy Hour: Day 1 from 4 pm to 5 pm <input type="checkbox"/>			
FOOD&BEV CONNECT - Exclusive Branding Stage	\$15,000		\$

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 5% (2)	\$	CAD
QST 9,975% (3)	\$	CAD
TOTAL (1+2+3)	\$	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, 2026**.

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 BUSINESS PACKAGES AND À LA CARTE SPONSORSHIPS

(Business Packages, Digital Visibility, Your brand at the SIAL Show and at the Palais des Congrès)

NICOLAS GARO

ngaro@expocanadafrance.com
+1 438 835 4885

LINA HARRERA

lherrera@expocanadafrance.com
+ 1 438 225 4784

FOR LEADERSHIP & INFLUENCE PACKAGES

(SIAL activities, Conference, VIP Lounge, VIP Networking Cocktail, or other custom sponsorship)

MAËLLE REY-MARÉCHAL

mreymarechal@expocanadafrance.com
+1 438 920 5137

