SIAL Canada
INSPIRE FOOD BUSINESS

The North American Agri-Food Business Accelerator

SPONSORSHIP OPPORTUNITIES



24TH EDITION

TORONTO 2027

ENERCARE CENTRE

APRIL 27-29







STAND OUT
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 • 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 growth.

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.**



S U M M A R Y

1 DIGITAL VISIBILITY P.3 to 9

Website | Mobile App | Newsletter | Social Media | Article
Mobile App . Branding
Mobile App . Lead Scan
Mobile App . Exhibitor package & Logo
Mobile App . Partner

2 ON-SITE ACTIVATIONS P.10 to 15

Sampling & Product Placement
Product Showcase (SIAL Innovation & New Product Launch)
Attendee Branding Must-Haves (bags, lanyards)
Show Floor Visibility
Enercare Centre Signage

3 BUSINESS PACKAGES P.16 to 19

New Exhibitor Package
Pavilion Package
VIP Package
Top Buyers Package

4 INFLUENCE & THOUGHT LEADERSHIP P.20 to 24

Competitions
SIAL Innovation
Startup Pitch competition
International Cheese Competition
Education & Expertise
SIAL Dairy
SIAL Expert Hub
SIAL Conferences

5 ORDER FORM AND CONTACTS P.25 to 30

DIGITAL VISIBILITY

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

8,952 followers

8,518 followers

10,062 followers

Total social followers
27,532*

Total views of posts
1,754,199*

WEBSITE - sialcanada.com

Average of
257,400
unique views on our website*

EMAIL VISIBILITY - SIAL Canada database

41,600+
qualified agri-food contacts

TARGETED CAMPAIGNS

- **Exhibitors: up to 12,200 contacts**
- **Visitors: up to 37,500 contacts**

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

Segmented campaigns - open rate: **~ 60%**

General campaigns - click rate: **2-4%**

Segmented campaigns - click rate up to: **65%**



*Data collected between September 2025 and May 2026.

DIGITAL VISIBILITY

9K+ active app users | **257K+** website views | **41K+** qualified contacts | **27K+** social followers

WEBSITE SIALCANADA.COM . Rotating banner (1000 x 150 px) 3 advertisers - directional link

		ITEMS AVAILABLE	
HOMEPAGE	#1 most-visited page on SIALCanada.com	3/3	**$1,500**
EXHIBITORS LIST	High-traffic page where visitors discover and explore exhibiting companies.	2/3	**$1,500**
EXHIBITOR MANUAL	The go-to resource for exhibitors to prepare for a successful show experience.	3/3	**$1,000**
ATTENDEE . Why visit	''Why visit'' page for prospective visitors discovering SIAL and planning their visit.	3/3	**$1,500**

ATTENDEE . External platform & email confirmation

ATTENDEE Registration platform	EXCLUSIVE VISIBILITY on the registration platform's homepage. Large sponsor banner displayed at the bottom of the page (1460x300 px)	EXCLUSIVE	**$4,000**
ATTENDEE Confirmation email	EXCLUSIVE VISIBILITY in the pre-registration confirmation email. Put your brand directly in all attendees' inboxes immediately after they register.	SOLD	**$5,000**

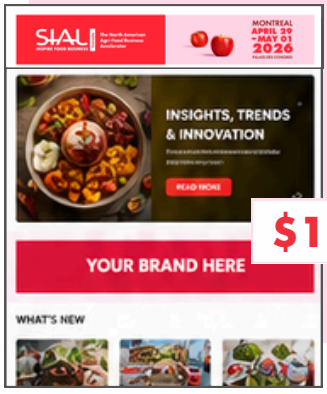
SIAL MOBILE APP . Rotating banner with 3 advertisers (Web: 2520x180 px | Mobile: 720x180 px)

Directional link & KPI report (viewer and click insights with company, job title, location, participant type)

		ITEMS AVAILABLE	
APP EXHIBITORS LIST*	#1 most-viewed app section | 28K+ Total ad views in 2026	2/3	**$1,900**
APP EXHIBITORS' PRODUCTS	22K+ Total ad views in 2026	3/3	**$1,000**
APP ATTENDEES	8K+ Total ad views in 2026	3/3	**$1,500**

NEWSLETTER*

Stay top of mind before the show.
Feature 1 banner (600 x 150 px) in one of SIAL's weekly communications from March.

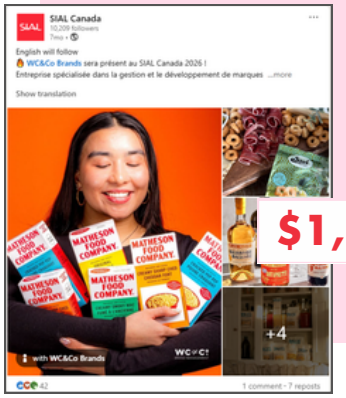


$1,100

5 LEFT

1 SOCIAL POST*

Put your story in front of our professional community.
Dedicated carousel published across LinkedIn, Instagram and Facebook.



$1,500

5 LEFT

1 ARTICLE*

Share your expertise and feature your insights, trends, educational content or brand story across 3 channels: website, newsletter & social media



$2,000

5 LEFT

*Content to be provided by the exhibitor and subject to SIAL Canada's approval.

MOBILE APP . **BRANDING**

PREMIUM HOMEPAGE ADVERTISING

Own the first impression. Put your brand front and centre on the SIAL Canada event platform.

EXCLUSIVE $5,000

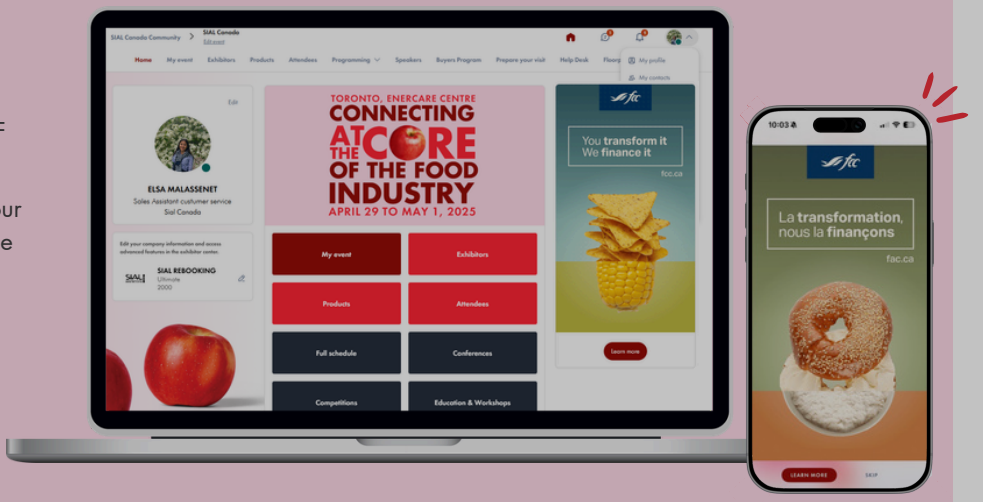
Desktop:
Premium vertical banner on the homepage

Mobile App:
Full-screen **Splash Screen** when users open the app

Creative:
Static image or 2-frame animated GIF

Direct Link:
Drive traffic and generate leads to your website, web form, or exhibitor profile

KPI Report:
Access viewer and click insights, including company, job title, location and SIAL attendee type (attendee, exhibitor, buyer, media, etc.)



2026 RESULTS

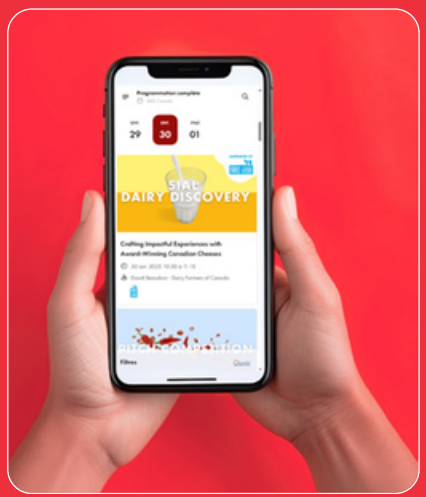
11,000+	570+
VIEWS	CLICKS

Technical Requirements: 1080 x 1920 px PNG, JPEG or GIF

SOLD

PROMOTE YOUR EVENT

Feature your product launch, demo, tasting, workshop, or celebration in SIAL Canada's online program.



EVENT LISTING — $600

- Featured in the online program on the SIAL Canada website and mobile app
- Includes: event title, short description, booth number, and clickable logo linked to your exhibitor profile.
- Price per event, 10 listings available

EVENT LISTING + PUSH NOTIFICATION — $1,500

- Includes all Online Listing benefits
- Mobile app notification sent to opted-in users one hour before your event
- Mobile app performance report included:
  Impressions, CTR, engagement & clicks (company, name, job title)
- 5 listings available

MOBILE APP . **LEAD SCAN**

TURN EVERY INTERACTION INTO A QUALIFIED LEAD

The badge reader, integrated into the event mobile app, enables exhibitors to scan, capture, qualify, and manage leads in real time through a single dashboard, providing a complete view of their team's performance for seamless tracking and follow-up.

WHAT'S INCLUDED

- Real-time badge scanning through the mobile app
- Access to attendee data (name, company, role, email, country)
- Add notes, tags and lead qualification
- Behavioral insights (interests, activity*)
- Instant lead export for post-show follow-up

**subject to attendee data sharing settings*

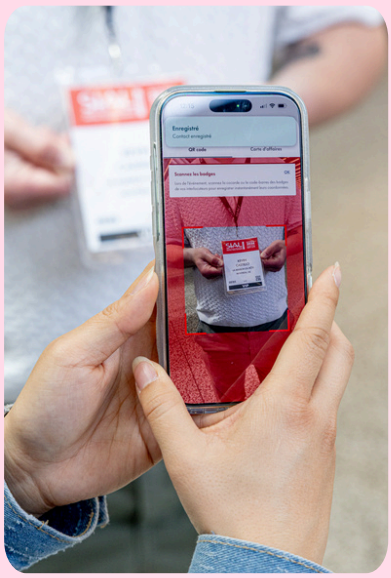
$495
per exhibitor

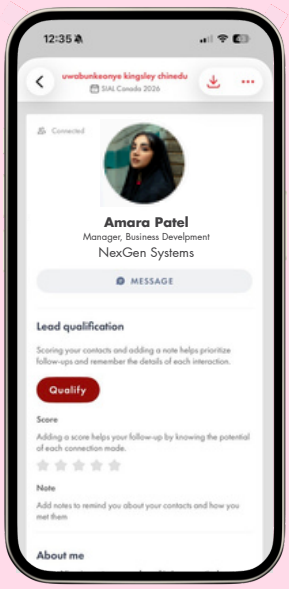


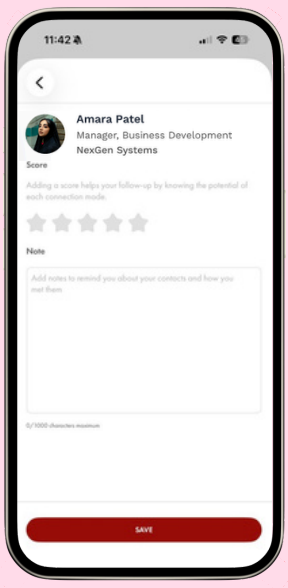
KEY BENEFITS

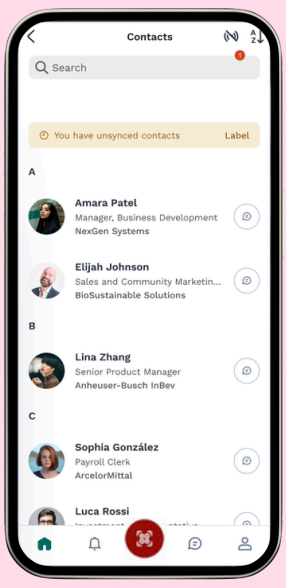
- Generate qualified leads from buyers and industry professionals
- Maximize ROI by capturing every interaction onsite
- Accelerate post-show conversion with ready-to-use data

IT ONLY TAKES ONE CONVERTED LEAD TO JUSTIFY THE INVESTMENT.









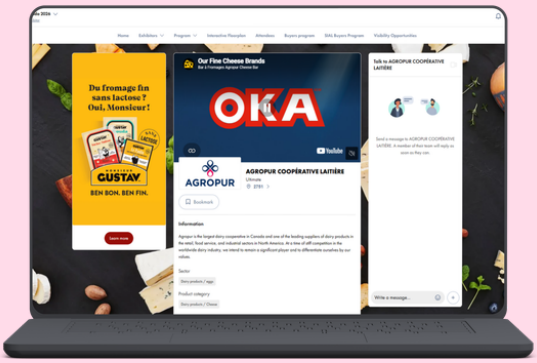
UPGRADE YOUR EXHIBITOR PROFILE & STAND OUT IN THE APP

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.

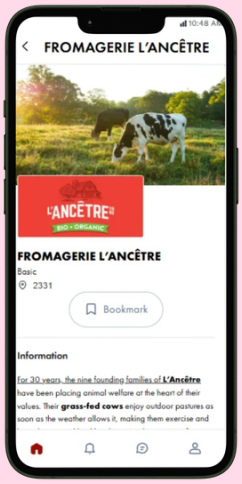


CUSTOMIZED PACKAGES	BASIC Free	PREMIUM $790
Company name listed in the exhibitor index in alphabetical order	✔	✔
Exhibitor profile: Company Name, Booth Number, Description, Products, Contact Details	✔	✔
Pavilion or Affiliated Co-Exhibitors (if applicable)	✔	✔
Catalog: Upload up to 10 products with images and descriptions	✔	✔ +30
Product Attributes: Select up to five sectors to facilitate buyers' navigation towards your products.	✔	✔
Document Sharing: Upload promotional documents for all attendees to access.	✔	✔
Looking for an Agent: Indicate that your company is seeking an agent and specify up to 10 target locations (province or country).		✔
Looking for a Distributor: Indicate that your company is seeking a distributor and specify up to 10 target locations (province or country).		✔
Fully custom profile: Header image or video, Big Box and Background,		✔
Logo in the exhibitor index and company profile.	**Add-on $400**	✔

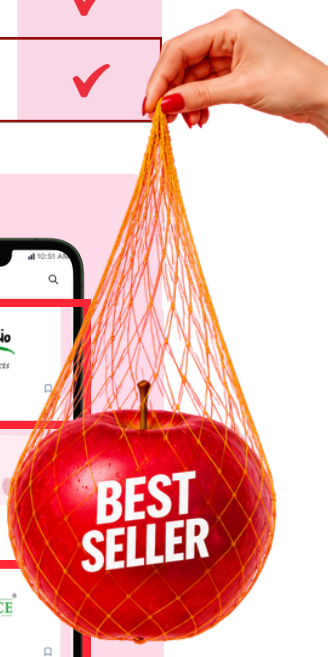
PREMIUM PROFILE FEATURES:



Exhibitor Premium profile - Desktop & Mobile App view







Logo on the exhbitor list

MOBILE APP . **PARTNER**

EXCLUSIVE . UNMISSABLE . BUILT FOR RECALL .

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.

- Mobile app
- Newsletters
- SIAL Daily magazine
- Social media
- Onsite show signage

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.

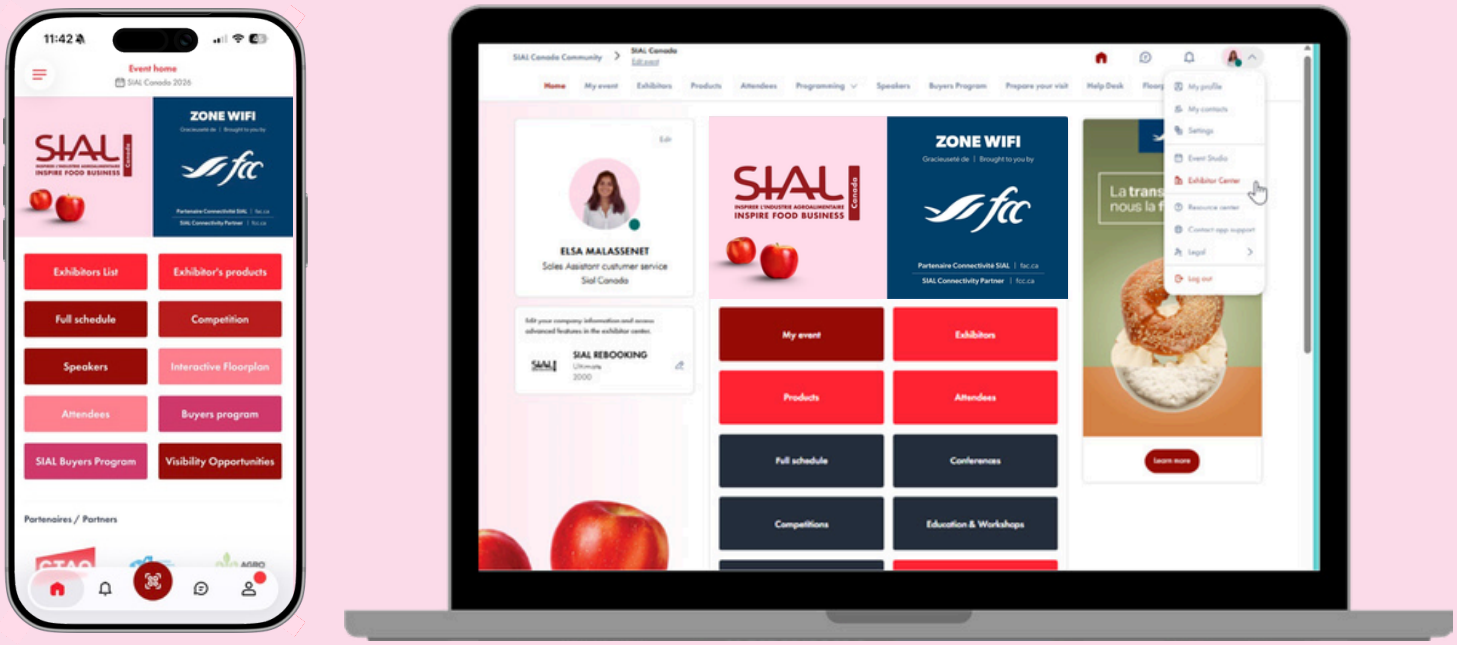
One exclusive spot.

- **Supported by – Support**

Sponsor : High-impact branding alongside the title sponsor.

Limited to 3 partners.

Scroll to the next page for full visibility breakdown.



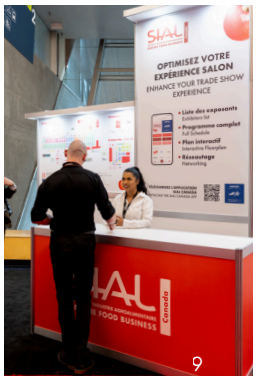
View of the Mobile App – Home Screen Header - Co-branded with SIAL. Your logo will be featured prominently on the main menu screen.

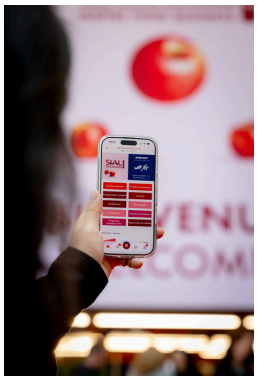
MOBILE APP . **PARTNER**

VISIBILITY TIMELINE

		SUPPORT PARTNER SUPPORTED BY [YOUR BRAND] ($10,000 – MAX 3)	TITLE PARTNER POWERED BY [YOUR BRAND] ($25,000 – EXCLUSIVE)
BEFORE THE SHOW			SOLD
Social Media	1 pre-show post "Prepare your venue" — mention & logo (27K+ followers)	✓	✓
Newsletter	Logo in all communications related to the Mobile App *Minimum of 3 communications sent to all show participants*	✓	✓
Newsletter	Banner in one newsletter (directional link)	✓	✓
Website	Shared banner (3 advertisers on the "Exhibitors List" — Directional link		✓
Mobile App	Premium exhibitor profile package	✓	✓
Mobile App	Clickable sponsor logo on Home Menu	✓	✓
Mobile App	Co-branded Home Screen Header with SIAL Your logo featured prominently on the main menu screen		✓
Mobile App	"Exhibitor List" banner — Shared with 3 advertisers Directional link (26K+ views in 2026)		✓
DURING THE SHOW			
Social Media	Daily Instagram/Facebook story to use the App — Mention & Logo*	✓	✓
Printed	Logo featured alongside Mobile App promotions in the SIAL Daily Magazine	✓	✓
Signage	Logo featured alongside Mobile App signage throughout the venue	✓	✓
VIP Lounge	Video/image in rotation on VIP Lounge screen	✓	✓
Branded QR Code	Custom QR code featured on Mobile App promotional materials, driving attendees directly to the partner's preferred content or landing page.		✓
Signage	Branding on 3 sides of cubes displayed throughout the venue		✓
Push notification	1 sponsored push notification with your message (the day of your choice)		✓
VIP badges	Gives you early access to the show, in addition to the VIP Lounge, and the International Networking Cocktail on April 28 from 5 PM to 8 PM	2	10
AFTER THE SHOW			
Reporting	Post-show KPI summary from the Mobile App Impressions, CTR, engagement & clicks (company, name, job title)	✓	✓
Newsletter	"Thank You" newsletter — mention and logo	✓	✓











ON-SITE ACTIVATIONS

WHERE VISITORS ENGAGE WITH YOUR BRAND

Two families of activations: Sampling & Product Placement, and Visibility & Signage.



SAMPLING & PRODUCT PLACEMENT

ENTRANCE SAMPLING

Engage attendees the moment they arrive.

- Distribute samples, promotional items or brochures at the two show entrances
- Distribution managed by your team
- 5 advertisers available

1 DAY **$1,500 CAD** | 3 DAYS **$3,000 CAD**

HAPPY HOUR SAMPLING

Give attendees a taste of your brand at our Happy Hour (Day 1 . SIAL Dairy . 3:30-5:00 PM . 300+ attendees)

- Self-serve product sampling during the event
- Tabletop signage (company name, booth number)
- Minimum 50 samples required
- Limited to 3 food & 3 beverage brands

$2,500 CAD | PRODUCT





YOUR CATALOGUE DISPLAY*

Put your publication directly in front of attendees throughout 3 show days.

- Displayed in the partner magazine rack (2 locations)
- Cover, QR code, & booth number on the signage
- Distributed while supplies last
- Minimum 500 copies required
- 5 advertisers available

$2,000 CAD | DISPLAY



Image for illustrative purposes only.

LOUNGES PRODUCT SAMPLING

Put your CPG product in the hands of 1,200+ VIPs, media & 130+ Top Buyers.

- CPG food & beverage products only
- Product placement in both lounges: VIP, Media, Top Buyers
- Label with company name & booth number
- Self-serve — 100 samples min per day (50/lounge)
- Fridge & microwave available
- 10 advertisers available

1 DAY **$1,500 CAD** | 3 DAYS **$3,000 CAD**

PRODUCT SHOWCASE
SIAL INNOVATION & NEW PRODUCT LAUNCH



SIAL Innovation showcase



New Product Launch showcase

Put your latest product launch in the spotlight and get discovered by food industry professionals as they explore the show floor.

Eligible for products launched in Canada since January 2026.

- Showcase one or more new products*
- Branded label (company name, product name, booth number)
- Display curated by SIAL Canada (no custom backgrounds)

1 PRODUCT PLACEMENT	**$500**
3 PRODUCT PLACEMENTS	**$1,250**
10 PRODUCT PLACEMENTS	**$3,200**

*Different flavours within the same product range may count as one product placement, provided all variants were launched in Canada within the eligible period.

FOR CPG PRODUCTS

***Mandatory : You must apply to the SIAL Innovation Contest by March 30, 2027.**

IF SELECTED:
Your product will be featured in the SIAL Innovation Hub with a premium showcase and a custom product label highlighting the innovation criteria recognized by the jury.

IF NOT SELECTED:
Your product will still be featured in the New Product Launch Showcase near the SIAL Innovation Hub, with a basic label.

FOR INGREDIENTS, PACKAGING, EQUIPMENT & TECHNOLOGY

NO INNOVATION CONTEST APPLICATION REQUIRED.
You can participate directly in the New Product Launch Showcase.

Oversized products?
An informational poster or signage can be displayed.





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

ATTENDEE BRANDING MUST-HAVES



EXCLUSIVE EXHIBITOR BAG DISTRIBUTION

Put your brand in attendees' hands throughout SIAL Canada

- Your company's own branded bag
- The only bag distributed by SIAL Canada
- Priority distribution: VIPs, Top Buyers, Medias
- Bag design subject to SIAL Canada approval
- Minimum of 8,000 bags, produced and supplied by the exhibitor
- ORDER DEADLINE: Nov. 30, 2026

EXCLUSIVE (1 ADVERTISER): **$10,000 CAD**



COBRANDED OFFICIAL LANYARDS

All-day brand visibility, worn throughout the show.

- Your logo featured on all SIAL Canada lanyards
- Distributed to attendees and exhibitors at badge pickup
- Eco-friendly production by SIAL
- ORDER DEADLINE: Nov. 30, 2026

EXCLUSIVE (1 ADVERTISER): **$15,000 CAD**



SHOW FLOOR VISIBILITY

SHOW FLOOR MAP VISIBILITY

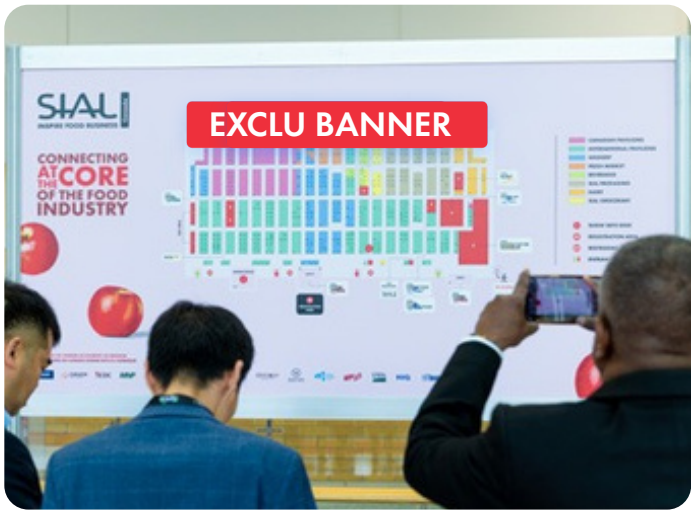
Be visible where attendees navigate the show.

$600 CAD | LOGO ON SHOW FLOOR PLAN

- Logo featured on printed show floor maps
- Booth location highlighted on the map
- Multiple signage locations
- 10 logos available

$5,000 CAD | BANNER & LOGO

- Exclusive banner featured show floor map signage
- Includes your logo and booth location on the map



SHOW FLOOR CARPET DECALS

Lead attendees straight to your booth.

- Drives visibility and traffic straight to your booth
- Positioned in high-traffic areas (main show aisle, corridors, VIP Lounge)
- Size: 20" x 20" (artwork need to be provided)
- Placement subject to approval
- 20 advertisers available

$650 CAD . 1 DECAL | **$1,950 CAD .** 4 DECALS
$650 saving

CENTRAL AISLE BANNERS

Stay visible across the heart of the show floor.

- Your visual 1 of 2 suspended central aisle banners
- Repeated visibility across the show floor
- 11 banners per advertiser (50% coverage each)
- Size: 48" W x 24" H (artwork need to be provided)
- 2 advertisers available

$10,000 CAD | 11 BANNERS

LED SCREEN AD - ENTRANCE

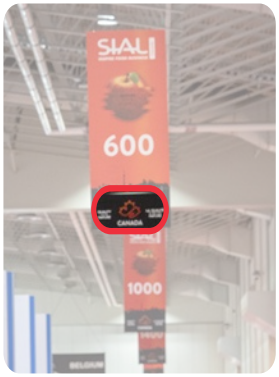
- Located in the corridors at both show entrances
- 8-second static visual displayed in rotation
- Size: 3.1 x 6.3 ft | Resolution: 516 x 1,032 px
- Maximum of 20 advertisers

$1,000 CAD | VISUAL

LED SCREEN AD - MAIN WALL

- Located next to the registration, between two entrances
- 8-second static visual or video up to 1 min in rotation
- Size: 9.4 x 6.3 ft | Resolution: 1,548 x 1,032 px
- Maximum of 20 advertisers

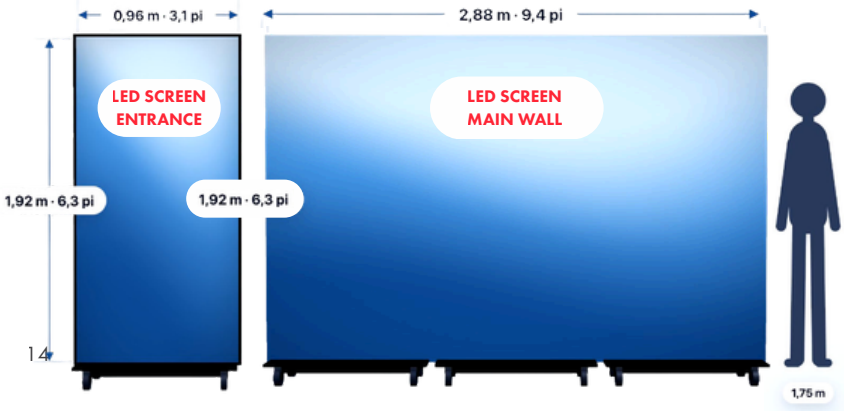
$1,500 CAD | VISUAL **$2,000 CAD** | VIDEO



Central Aisle Banner



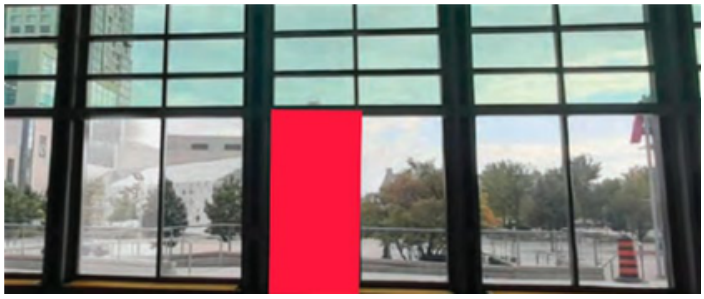
Show Floor Carpet Decals



ENERCARE CENTRE **SIGNAGE**

ENERCARE CENTRE . GALLERIA

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



GALLERIA WINDOW STICKER

14 STICKERS AVAILABLE . **Size:** 98 in x 50 in

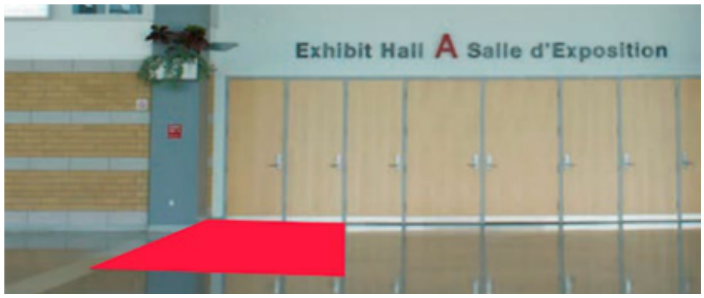
$1,500 CAD | ITEM
$2,600 CAD | PACKAGE 2 STICKERS AT 1 ENTRANCE



GALLERIA VERTICAL BANNER

7/10 BANNERS AVAILABLE . **Size:** 4 in x 30 in

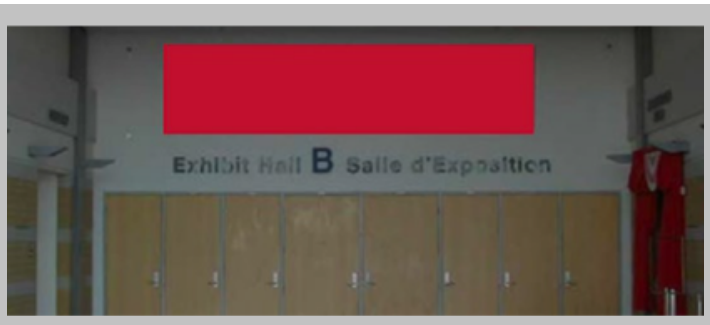
$1,400 CAD | ITEM



GALLERIA FLOOR DECALS

10 STICKERS AVAILABLE . **Size:** 60 in x 60 in

$1,050 CAD | ITEM
$3,700 CAD | PACKAGE 4 DECALS, PATH TO BOOTH



HALL B ENTRANCE BANNER

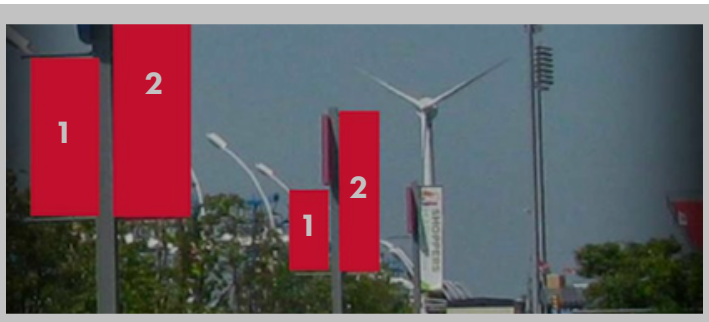
EXCLUSIVE - ONLY 1 BANNER - **Size:** 240 in x 48 in

SOLD

$4,000 CAD | ITEM

ENERCARE CENTRE . EXTERIOR ENTRANCES

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



1 COBRA POLE BANNER

4 BANNERS AVAILABLE . **Size:** 84 in x 30 in

SOLD

$1,750 CAD | ITEM



2 HALL ID POLE BANNER

4 BANNERS AVAILABLE . **Size:** 161 in x 30 in

$2,500 CAD | ITEM

Artwork provided by advertiser for all visual.

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.





BUSINESS PACKAGES

NEW EXHIBITOR PACKAGE*

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 newsletter (company name, logo & description, product photo, booth number, directional link)

$500

* Illimited package - Reserved for first-time exhibitors at SIAL Canada

PAVILION PACKAGE*

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.

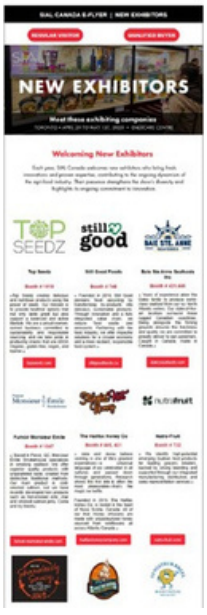
- Mobile App: Premium visibility package
- In-App Lead Capture (scanner)
- Logo placement on the printed show floor map
- Up to 10 products showcased under your pavilion : placement by SIAL in SIAL Innovation or New Product areas (see page 11)
- One promotional banner in a visitor newsletter (from March)
- One social media carousel post ahead of the show (content & visuals to be provided)
- One video/image in rotation on VIP Lounge screen
- Instagram & Facebook Story during the show (Day 1 or 2) to boost visibility and drive traffic

$7,000
$2,000 SAVING

* 9/10 AVAILABLE - Booking deadline: March 31, 2027.







VIP LOUNGE EXPOSURE

Reach 1,200+ VIP buyers and key agri-food decision-makers in an exclusive, catered environment.
All VIPs are invited to the International Networking Cocktail on Wednesday, April 28, 2027 from 5pm.

VIP PACKAGE

Build premium brand presence throughout the VIP experience.

- Multiple products displayed in a 3-shelf glass showcase
- Promotional materials available throughout the 3-day show
- Clickable banner in a dedicated VIP newsletter
- Sponsor logo featured in all VIP & Media newsletters
- Video/image in rotation on VIP Lounge screen
- 1 branded meterboard (visual provided by the exhibitor)
- 1 VIP badge + access to the International Networking Cocktail
- 5 packages available

$6,500
$2,000 SAVING







TOP BUYERS LOUNGE EXPOSURE

Engage with 130+ qualified buyers and 500+ exhibitors through SIAL Canada's exclusive Top Buyers 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.

TOP BUYERS PACKAGE

- Sponsor logo on SIAL Top Buyers program platform & webpage
- One clickable banner featured in an email sent to all Top Buyers Program participants
- Daily placement of one branded promotional item on buyers' tables (ex: flyers, pens... minimum of 200 items, supplied by the sponsor)
- Daily self-serve food or beverage sampling in the Lounge (minimum of 50 samples /day)
- Tabletop signage (company name, booth number) on self-serve table
- Gift bag sample insert in 30+ hotel rooms reserved for buyers (US, International, Canadian)
- 5 packages available

$7,000
$2,000 SAVING





PREVIOUS TOP BUYERS PARTICIPANTS:

2025 KEY RESULTS

1,200+
BUSINESS MATCHMAKING SESSIONS

$20M+
AVERAGE BUYER **PURCHASING POWER**

46
COUNTRIES REPRESENTED

70%
FINALIZED A DEAL **WITHIN SIX MONTHS**

93%
PLAN TO RETURN IN 2027

INFLUENCE & THOUGHT LEADERSHIP



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 main aisle entrance, closed to the Top Buyers Lounge, it inspires the industry and sets the trends buyers are looking for.
94% 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

SPONSORSHIP RANGE **$5K–$10K**



Accelerating the next generation of food entrepreneurs.
Hosted in the Food&Bev Connect stage, next to the Startup Village, this live competition features a selection of stratups under 3 categories: **Seed CPG, Scale CPG, and FoodTech.**
100% visitor satisfaction.

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 show
- Speakership
- Join the jury

SPONSORSHIP RANGE **$5K–$10K**

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 . Expert content

From multicultural trends to global strategies, SIAL Dairy brings together buyers, and industry leaders to showcase what's next.
40+ avg. attendees/session (30–45 min).
96% visitor satisfaction.

WHAT HAPPENS ON SIAL DAIRY STAGE?

EVENT	WHEN	WHAT
SIAL International Cheese Competition	Day 1	Live competition under 25+ categories to select the best international cheese. Open to exhibitors and non-exhibitors.
F&B Happy Hour Sampling	Day 1	Networking event, open to all exhibitors & vistors from 3:30pm to 5pm.
SIAL Dairy Discovery	Day 2	30-45-min product-focused tasting & pairing workshops. Showcase your dairy product and expertise in a guided pairing or demo.
SIAL Dairy Talks	Day 3	30-45-min educational talk covering dairy content related to current affairs and trends in the dairy industry.

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)
- Push notification day-of

$3,500 PER EVENT

FEATURED PACKAGE

- All spotlight package highlights
- Newsletter feature (41,600 agri-food contacts) with photo, logo, description
- Dedicated paid social post with product photo and brand to attend your event

$5,000 PER EVENT

INTERNATIONAL CHEESE COMPETITION

CHEESE COMPETITION SPONSORSHIP

	BRONZE $3,500 CAD max 5 sponsors	SILVER $7,500 CAD max 3 sponsors	GOLD $15,000 CAD — Exclu — SOLD
COMMUNICATIONS & VISIBILITY			
Logo or mention in all contest digital communications (website, newsletter, social media) and SIAL Dairy booth	✓	✓	✓
Logo on SIAL Dairy booth	✓	✓	✓
Logo in the official video recap	✓	✓	✓
Dedicated social media post (photo, logo, tag)	—	✓	✓
Logo on schedule event (web, mobile app, printed)	—	✓	✓
Logo on SIAL Daily magazine (printed & digital)	—	✓	✓
AWARDS CEREMONY			
Logo on ceremony slides	✓	✓	✓
1-minute speech & 32-sec video at the ceremony	—	—	✓
Jury member nomination (if no conflict of interest)	—	—	✓
Grand Champion Award — prize offered by the sponsor	—	—	✓
Press release — mention and quote	—	—	✓

PRODUCT & ACTIVATION PACKAGES

CHEESE PAIRING PARTNER

Provide cheese-pairing products featured on jury's tasting table.

- Branded product card (company name, logo, booth number)
- Ideal for nuts, cracker, jam, charcuterie, condiment and beverage brands.
- Pairing products are not judged.
- 6 partners available

$1,500 CAD

CUSTOM CHEESE MEDAL PARTNER

Create a new named award and medal, presented by your company.

- Logo on competition (web, application form, signage)
- Speakership during ceremony
- Press release photo & mention
- Eg: Best Country / Province / Appellation Cheese,
- 5 medals available

$5,000 CAD

HAPPY HOUR SAMPLING PARTNER

Offer self-serve product samples during the networking Happy Hour.

- Mention in the networking networking invitation
- Branded product card (company name, logo, booth number)
- 3 food & 3 beverages samples available

$2,500 CAD

EDUCATION & EXPERTISE

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.

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**



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 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–$20K**

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

ORDER FORM AND CONTACTS



ORDER FORM 1/4

EXHIBITOR INFORMATION

Company: _____

Contact Name: _____ Email: _____

Phone: _____ Booth No: _____

ITEMS	NB ITEMS SOLD	PRICES (CAD)	QTY ORDERED	TOTAL (CAD)
DIGITAL VISIBILITY				
Homepage Banner - Website	0/3	$1,500		$
Exhibitors List Banner - Website	1/3	$1,500		$
Exhibitor Manual Banner - Website	0/3	$1,000		$
Attendee 'Why Visit' Banner - Website	0/3	$1,500		$
Attendee Registration Platform Banner	0/1	$4,000		$
Attendee Confirmation Email Banner	SOLD	$5,000		$
App Exhibitors List Banner	2/3	$1,900		$
App Exhibitors' Products Banner	0/3	$1,000		$
App Attendees Banner	0/3	$1,500		$
Newsletter Banner	0/5	$1,100		$
Social Media Post	0/5	$1,500		$
Featured Article	0/5	$2,000		$
MOBILE APP . BRANDING				
App Premium Homepage Advertising	SOLD	$5,000		$
App Event Listing	0/10	$600		$
App Event Listing + Push	0/5	$1,500		$
App Lead Scan	illimited	$495		$
App Premium Exhibitor Profile	illimited	$790		$
App Logo	illimited	$400		$
App Support Partner	0/3	$10,000		$
App Title Partner	SOLD	$25,000		$

SUB-TOTAL PAGE 1: $_____

Prices in Canadian dollars, before taxes. Continue on page 2/4.

Initial: _____

ORDER FORM 2/4

ITEMS	NB ITEMS SOLD	PRICES (CAD)	QTY ORDERED	TOTAL (CAD)
SAMPLING & PRODUCT PLACEMENT				
Entrance Sampling - 1 DAY	0/5	$1,500		$
Entrance Sampling - 3 DAYS	0/5	$3,000		$
Happy Hour - Food Sampling	0/3	$2,500		$
Happy Hour - Beverage Sampling	0/3	$2,500		$
Catalogue Display	0/5	$2,000		$
Lounges Product Sampling - 1 DAY	0/10	$1,500		$
Lounges Product Sampling - 3 DAYS	0/10	$3,000		$
Product Showcase (x1)	illimited	$500		$
Product Showcase (x3)	0/10	$1,250		$
Product Showcase (x10)	0/10	$3,200		$
ATTENDEE BRANDING MUST HAVES				
Exclusive Exhibitor Bag Distribution	0/1	$10,000		$
Cobranded Official Lanyards	0/1	$15,000		$
SHOW FLOOR VISIBILITY				
Show Floor Map - Shared Logo Placement	0/10	$600		$
Show Floor Map - Banner & Logo	0/1	$5,000		$
Show Floor Carpet Decals (x1)	0/20	$650		$
Show Floor Carpet Decals (x4)	0/5	$1,950		$
Led Screen Ad - Entrance	0/20	$1,000		$
Led Screen Ad - Main Wall Image	0/20	$1,500		$
Led Screen Ad - Main Wall Video	0/20	$2,000		$
Central Aisle Banners - 11 Banners Package	0/2	$10,000		$
ENERCARE CENTRE SIGNAGE				
Galleria Window Sticker (x1)	0/10	$1,500		$
Galleria Window Sticker (x2)	0/4	$2,600		$
Galleria Vertical Banner	3/10	$1,400		$
Galleria Floor Decals (x1)	0/10	$1,050		$
Galleria Floor Decals (x4)	0/10	$3,700		$
Hall B Entrance Banner	SOLD	$4,000		$
Cobra Pole Banner	SOLD	$1,750		$
Hall ID Pole Banner	0/4	$2,500		$

Initial: ☐

SUB-TOTAL PAGE 2: $_____

Prices in Canadian dollars, before taxes. Continue on page 3/4.

ORDER FORM 3/4

ITEMS	NB ITEMS SOLD	PRICES (CAD)	QTY ORDERED	TOTAL (CAD)
BUSINESS PACKAGES				
New Exhibitor Package	illimited	$500		$
Pavilion Package	1/10	$7,000		$
VIP Package	0/5	$6,500		$
Top Buyers Package	0/5	$7,000		$
INTERNATIONAL CHEESE COMPETITION				
Cheese Competition - Bronze	0/5	$3,500		$
Cheese Competition - Silver	0/3	$7,500		$
Cheese Competition - Gold	SOLD	$15,000		$
Cheese Pairing Partner	0/6	$1,500		$
Cheese Medal Partner	2/5	$5,000		$
SIAL DAIRY TALKS & DISCOVERY				
SIAL Dairy - Spotlight Package	0/5	$3,500		$
SIAL Dairy - Featured Package	1/5	$5,000		$
OTHER CUSTOM SPONSORSHIPS				

SIAL Innovation, Startup Pitch Competition, SIAL Expert, SIAL Conference:
Please reach out directly to mreymarechal@expocanadafrance.com for custom package depending on your needs.

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

PAYMENT METHOD

- ☐ Check
- ☐ Credit card
- ☐ Bank transfer

INSTRUCTIONS & TERMS: Prices in Canadian dollars, before taxes. 100% payment due upon receipt. Any incomplete form / not accompanied by payment will be considered as pending file. No cancellation possible, no refund. No order modifications by phone. Order deadline: March 10, 2027. Contact: mreymarechal@expocanadafrance.com | +1 438 920 5137

Signature: _____ Date: _____

Initial: ☐

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 10, 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 26-29).

—— 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 orrestrictions 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

SIAL Canada
INSPIRE FOOD BUSINESS

