



FOOD SAFETY & REGULATION

Portfolio of Events 2024-2025

YOUR
SOLUTION
TO BREAKING
INTO THE
CANADIAN
FOOD SAFETY
& REGULATORY
MARKET

JOIN FORCES WITH CANADA'S FOOD SAFETY & REGULATION EVENT LEADER

UPCOMING EVENTS

1

13th Annual Canadian Summit on

FOOD REGULATION

DECEMBER
4-5, 2024
TORONTO

2

19th Annual Canadian Summit on

FOOD SAFETY

APRIL
1-2, 2025
TORONTO

- The **largest** and **longest-serving portfolio** of food safety and regulation events in Canada for more than 18 years
- **2 industry-leading annual conferences** that solidify our reputation as a market leader in the food safety and regulatory space
- **10,000+ decision-makers** in our food safety and regulatory community of **senior-level buyers**
- Events attended by **VPs, Directors** and **C-Suite executives** looking to optimize their food safety and regulatory strategies
- Hybrid event platform gives you access to the **biggest names in food safety and regulation globally**
- **Immersive conference format** showcases your brand in an environment with in-depth engagement



HOW WE DELIVER ATTENDEES

- Canada's premier food safety and regulation event series with a **strong grasp on the market** and a deep understanding of its needs
- **World-class speakers** and **leading-edge content** attract new buyers to the summit and encourage past delegates to return
- Results-driven delegate sales team **dedicated to securing your top prospects**, target companies and verticals
- **Vetted attendees** to prioritize seniority and relevance while capping sponsors to ensure the event remains unsaturated
- Active in the food safety and regulatory field **year-round** with our finger on the pulse of **new trends** and the sector's biggest players
- Multichannel **targeted marketing campaign** to our food safety and regulatory community, including social media, paid digital, thought leadership content, personalized emails, an event website and brochure

TOP REASONS OUR DELEGATES ATTEND



Source new technology partners



Gain best practices and industry benchmarking



Experience product demos



Engage with peers face to face and virtually



Connect with current solution providers



Test drive new technology



Meet thought leaders and visionaries



Network with industry stakeholders



Stay on top of market trends and innovations

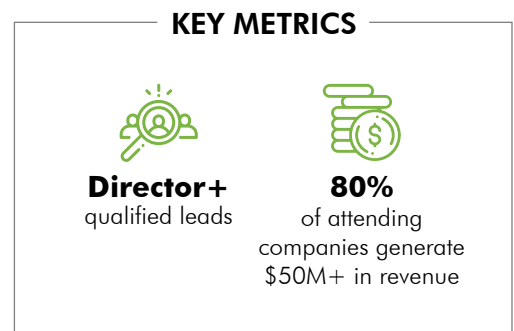
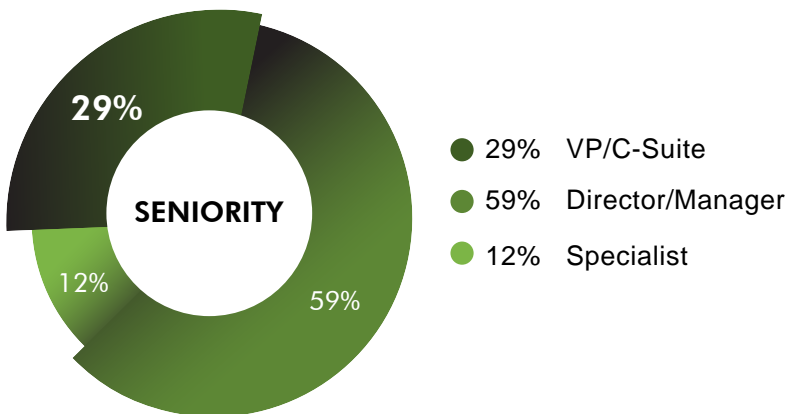
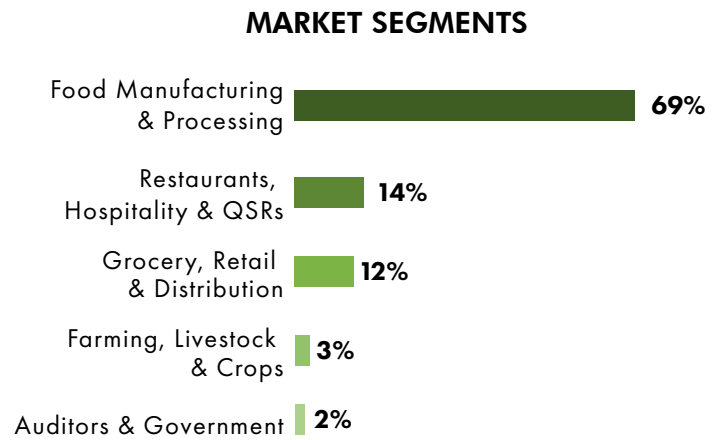
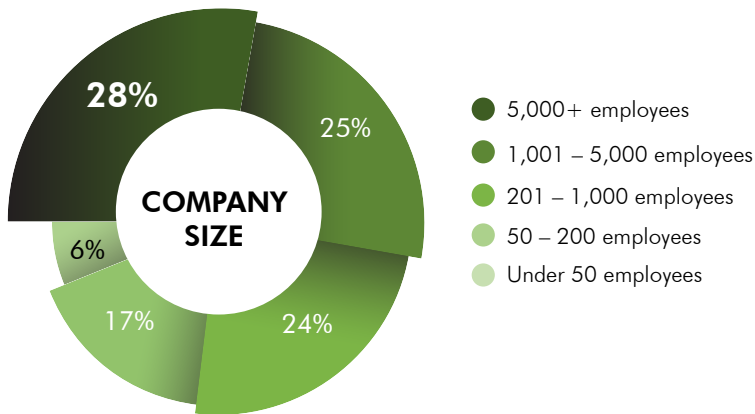
13th Annual Canadian Summit on

FOOD REGULATION

DECEMBER
4-5, 2024
TORONTO

Canada's leading meeting place for food regulation experts

This specialized event attracts **senior leaders** actively investing in solutions to ensure their products meet the highest safety and quality standards.



CONTINUED PAST SPEAKERS, ATTENDEES AND SPONSORS...



PAST SPEAKERS



Nicole Leger
VP, Food Safety & Quality
Bonté Foods Ltd.



Sharon Mohammed
Director, Regulatory Management,
Government & Industry Relations
Maple Leaf Foods



Andrea Papamandjaris
Director, Medical Channel
& Regulatory, Scientific Affairs
Nestlé Canada



Baharak Chegeni
Director, Compliance
**Donut Time
Concord Bakery**



Sarab Hans
President
Hans Dairy



Saleha Junaidy
Director, Quality Assurance
Sol Cuisine



Rupali Sanas
VP, Food Safety & Quality Assurance
DOM International Limited



Dino Covone
Chief, Nutrition Regulations
& Standards Division
Health Canada

PAST ATTENDEES



PAST SPONSORS



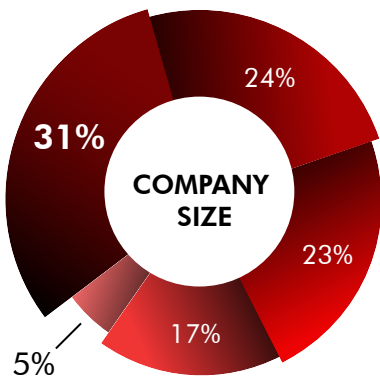
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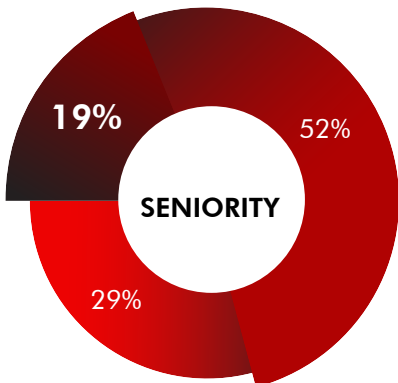
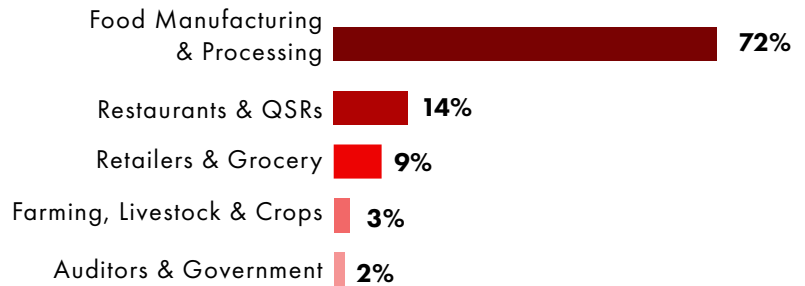
The longest-running food safety event series for food and beverage leaders in Canada

This renowned event attracts **senior executives** actively investing in solutions to improve the safety and compliance of their products.



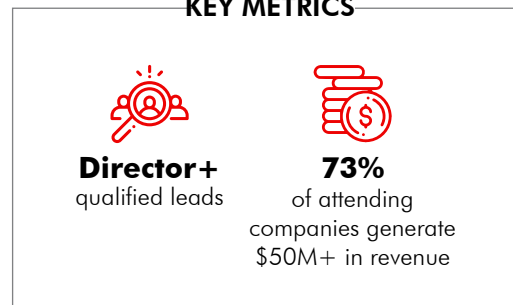
- 1,000+ employees
- 201 – 1,000 employees
- 51 – 200 employees
- 10 – 50 employees
- Under 10 employees

MARKET SEGMENTS



- 19% VP/C-Suite
- 52% Director/Manager
- 29% Specialist

KEY METRICS



CONTINUED PAST SPEAKERS, ATTENDEES AND SPONSORS...



PAST SPEAKERS



Spir Marinakis
VP, Food Safety, Quality & Technical Services
Maple Leaf Foods



Larry Lichter
VP, Global Quality & Food Safety
McCormick & Company



Randy Jaigobin
Director, Quality & Food Safety
PepsiCo Foods North America



Jorge Hernandez
VP, Quality Assurance
The Wendy's Company



Beth Fernandes
Director, Global Food Safety
McCain Foods USA, Inc.



Anthony Gene
Head of Quality Assurance
Dr. Oetker Canada



Joseph Meyer
Associate Director, Food Safety & Regulatory Affairs
The Kraft Heinz Company



Isabelle Laberge
Chief Food Safety Officer & Senior Director
Canadian Food Inspection Agency

PAST ATTENDEES



PAST SPONSORS



SPONSOR TESTIMONIALS

“

The agenda sets the success of the conference 100%. This year many commented on how great the content has been. As a vendor of a service, specific attendees are what we look for and this year's conference **hit the nail on the head square on** ... The in-person networking was fantastic, and the communication leading up to the event was perfect.

 eurofins

“

Everything was great! The show was very well organized, and the lead generation platform is great! The communication leading up to the event was concise and complete. The networking opportunities both in-person and virtual were also very good.

 BRUKER

“

From an organization standpoint, everything was great. Thanks for the great attention to detail and ongoing support!

 aronet

“

Amazing experience! The in-person networking was fantastic ... The care and attention the sponsorship manager gave us displayed his investment in our company's exposure and future opportunities. We felt valued and appreciated. This resulted in us signing up for the next upcoming conference ... The customer success team was also fantastic with responding back to emails and questions promptly. Very friendly and did not make you feel like you were being a nuisance when requesting assistance.

 Rivercity
Innovations

“

The in-person networking opportunities were great! The attendee list was also valuable.

 Anton Paar

“

Traffic at our sponsor booth and in-person networking were great ... Communication with the SI team was seamless!

 NORMEX



YOUR SPONSORSHIP PACKAGES

GOLD

- One of our most prestigious sponsorship opportunities with a **premium slot on the agenda** and **maximum exposure**.
- It features a **30-minute speaking session** as well as a fully branded in-person and virtual exhibit booth.
- The package also includes:
 - A comprehensive brand awareness and co-marketing campaign to 10,000+ food safety and regulatory buyers
 - Your brand's logo on all event signage and collateral, including the event brochure, website and marketing materials
 - Access to the complete delegate and speaker list
 - 3 VIP delegate passes for your team
 - 10 additional complimentary passes to invite your clients and prospects



SILVER

- The silver package provides the perfect opportunity to **demonstrate your brand's expertise on key themes important to the community**.
- It includes a speaking or moderating spot on a **30-minute panel** as well as a fully branded in-person and virtual exhibit booth.
- The package also includes:
 - A comprehensive brand awareness and co-marketing campaign to 10,000+ food safety and regulatory buyers
 - Your brand's logo on all event signage and collateral, including the event brochure, website and marketing materials
 - Access to the complete delegate and speaker list
 - 3 VIP delegate passes for your team
 - 10 additional complimentary passes to invite your clients and prospects





YOUR SPONSORSHIP PACKAGES

BRONZE

- Are your main sponsorship goals brand awareness and networking? The bronze package allows you to **display your products onsite and network with prospects face to face.**
- You are provided with a prime booth location to demo your products and access to all networking sessions onsite.
- The package also includes:
 - A fully customizable in-person and virtual exhibit booth
 - A comprehensive brand awareness and co-marketing campaign to 10,000+ food safety and regulatory buyers
 - Your brand's logo on all event signage and collateral, including the event brochure, website and marketing materials
 - Access to the complete delegate and speaker list
 - 2 VIP delegate passes for your team
 - 10 additional complimentary passes to invite your clients and prospects



NETWORKING

- As an entry-level sponsorship opportunity, **get a feel for the seniority and relevance of our food safety and regulatory audience** with the chance to attend the event and leverage onsite branding.
- The package also includes:
 - 2 VIP delegate passes for your team
 - Your brand's logo on all event signage and collateral, including the event brochure, website and marketing materials as well as promotion through a co-marketing campaign

ADDITIONAL OPPORTUNITIES

TAILORED TO YOUR BUSINESS NEEDS

What better way to connect with potential prospects than through a host of engaging onsite activities or premier branding opportunities.



Roundtables



Exclusive Evening Reception



Conference Host



Breakfast Briefing



VIP Dinner



Exclusive Lanyards



Lunch & Learn



Wifi



SECURE YOUR SPOT NOW

Book a call to learn
how this opportunity
can help you generate
new leads and increase
your pipeline!

Email:

foodsponsorship@strategyinstitute.com



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