

A photograph of a greenhouse interior, showing rows of plants on the left and stacks of yellow crates on the right. The image is overlaid with a dark green tint.

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
9-10, 2025
TORONTO

- The **largest** and **longest-serving portfolio** of food safety and regulation events in Canada for more than **19 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

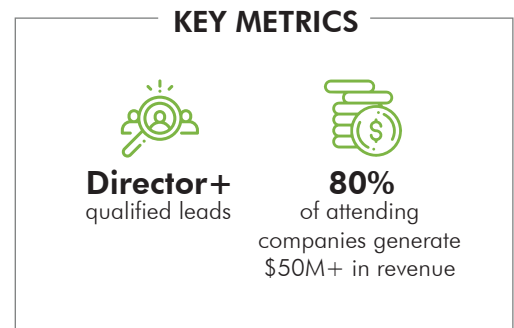
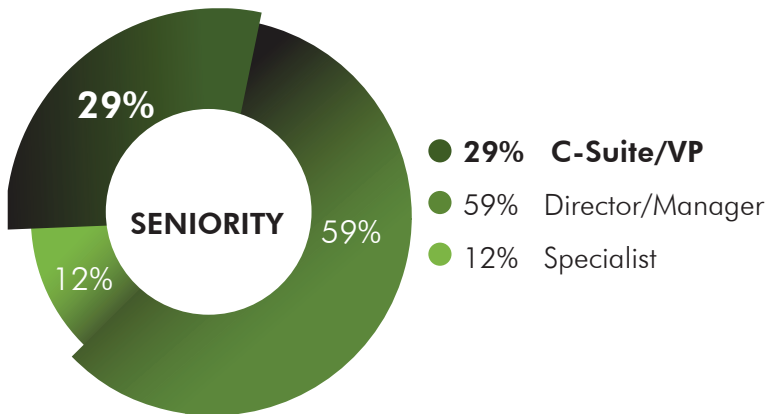
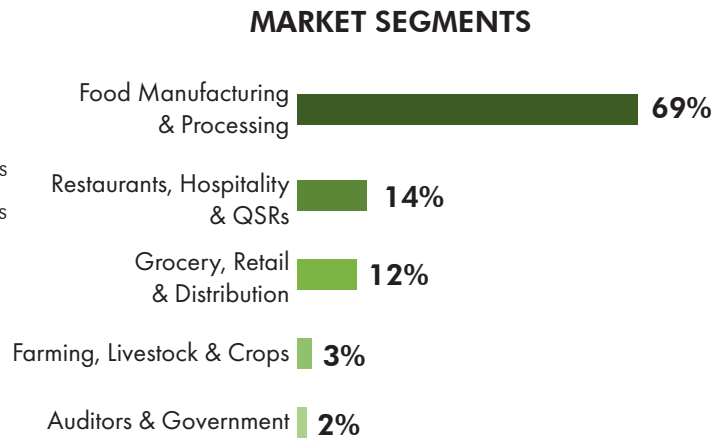
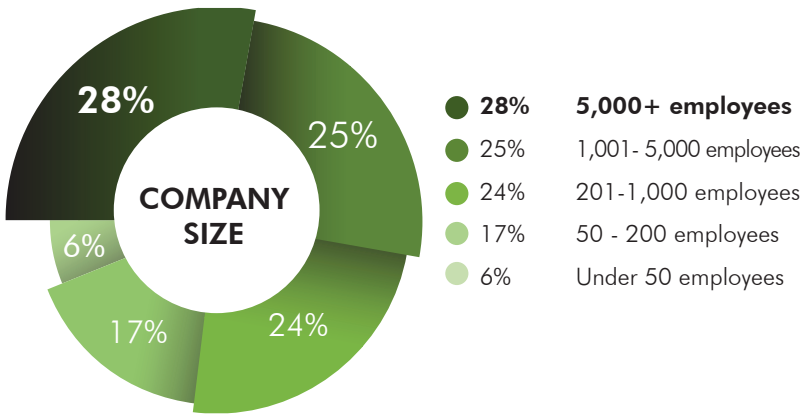
13th Annual Canadian Summit on

FOOD REGULATION

Canada's leading meeting place
 for food regulation experts

DECEMBER
 4-5, 2024
 TORONTO

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



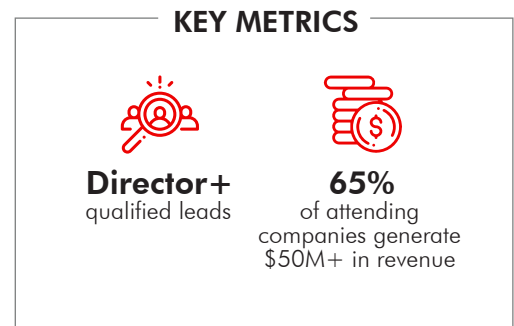
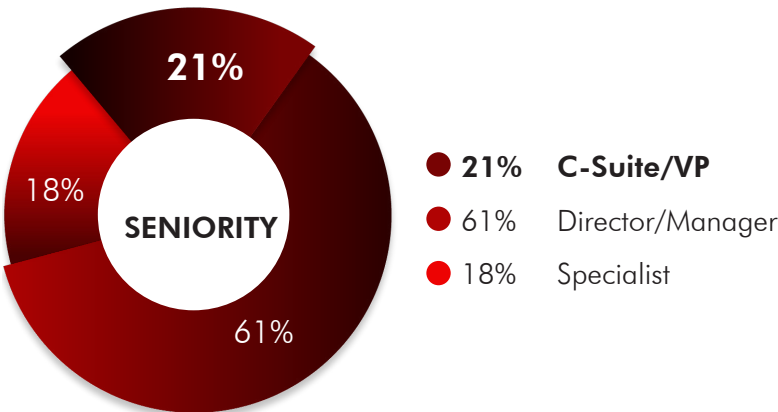
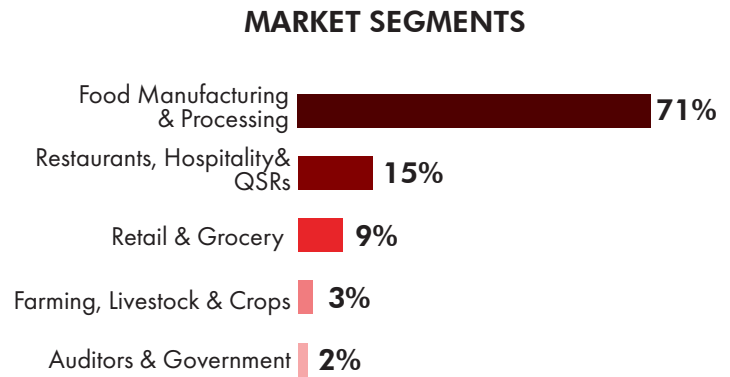
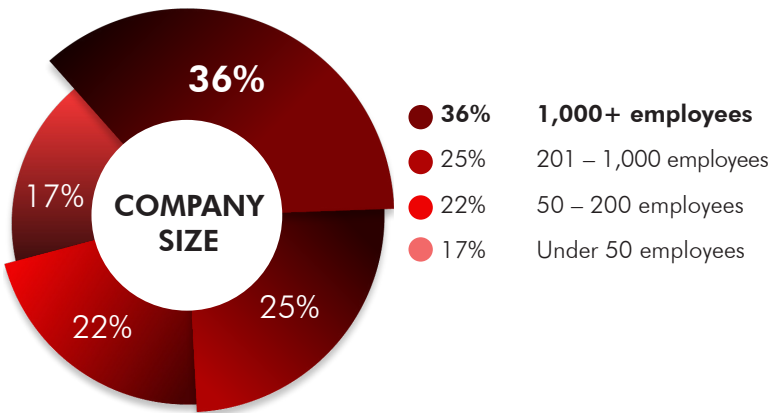
19th Annual Canadian Summit on

FOOD SAFETY

APRIL
9-10, 2025
TORONTO

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.



CONTINUED PAST SPEAKERS, ATTENDEES AND SPONSORS...



PAST SPEAKERS



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



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



Jorge Hernandez
VP, Quality Assurance
The Wendy's Company



Sonny Brar
Global VP of Food Safety, Occupational Health & Safety, & Quality Assurance
Fiera Foods



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



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



Anal Dave
Senior Director, Food Safety & Quality
Dessert Holdings



Angela Bernoski
Director, Quality Assurance & Food Safety
Piller's Fine Foods
(Division of Premium Brands OLP)

PAST ATTENDEES



PAST SPONSORS



SPONSOR TESTIMONIALS

“

10/10 ... Excellent opportunity to interact with the industry and gain perspectives. The ability to meet people was great!



“

By far one of the most valuable events we attend in the area. Great foot traffic at the booth and the personas in attendance are who we are looking to speak with ... Everyone was open and excited to network ... This is a very well-run event. Great attendance, sponsors and professional event staff. We would love to be involved in future events.



“

10/10 ... Awesome networking experience. We made many connections! ... The show was very well organized, and the lead generation platform is great! The communication leading up to the event was concise and complete.



“

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.



“

Excellent opportunity to see more perspectives on food safety. I am "new" to this industry and there were a lot of connections already established between attendees, but the format allowed me to blend into these relationships ... AWESOME pre-show event team!



“

Fabulous! The SI team were great to work with and very flexible. Wonderful overall experience! The communication leading up to the event was excellent and thorough. The in-person networking was great! Thank you for hosting, we will be back!





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 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, event app and marketing materials
 - ▶ Access to the complete delegate and speaker list
 - ▶ 3 all-access VIP 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 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, event app and marketing materials
 - ▶ Access to the complete delegate and speaker list
 - ▶ 3 all-access VIP 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** and access to all networking sessions onsite.
- The package also includes:
 - ▶ A fully customizable 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, event app and marketing materials
 - ▶ Access to the complete delegate and speaker list
 - ▶ 2 all-access VIP 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 all-access VIP passes for your team
 - ▶ Your brand's logo on all event signage and collateral, including the event brochure, website, event app 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 Hosted 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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