

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

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Portfolio of Events 2025

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

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

## 2025 EVENTS

1

19th Annual Canadian Summit on

**FOOD SAFETY**

APRIL  
9-10, 2025  
TORONTO

2

14th Annual Canadian Summit on

**FOOD REGULATION**

DECEMBER  
2-3, 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
- **15,000+ 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



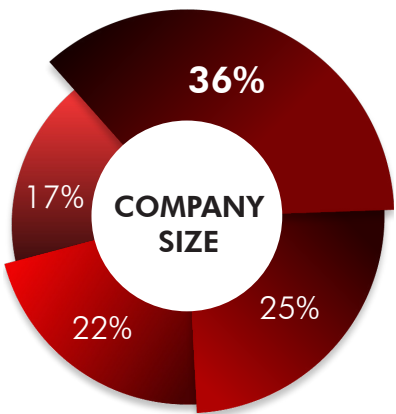
19th Annual Canadian Summit on

# FOOD SAFETY

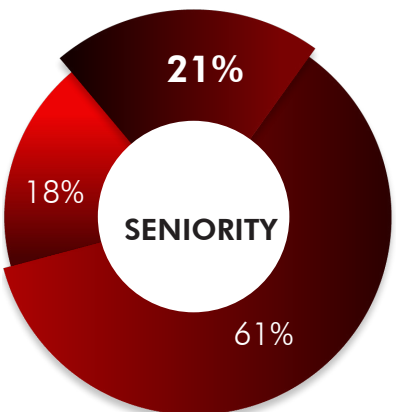
The longest-running food safety event series for food and beverage leaders in Canada

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

APRIL  
9-10, 2025  
TORONTO

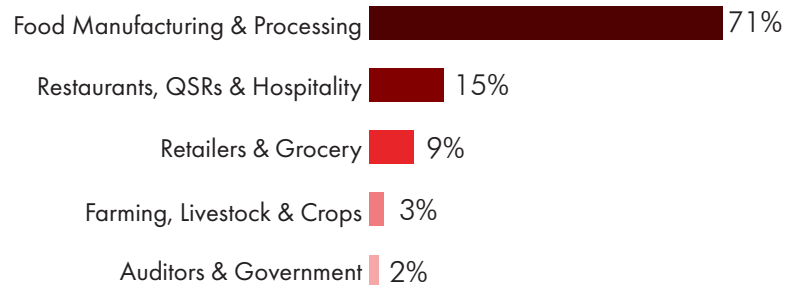


- 36% 1,000+ employees
- 25% 201 – 1,000 employees
- 22% 50 – 200 employees
- 17% Under 50 employees

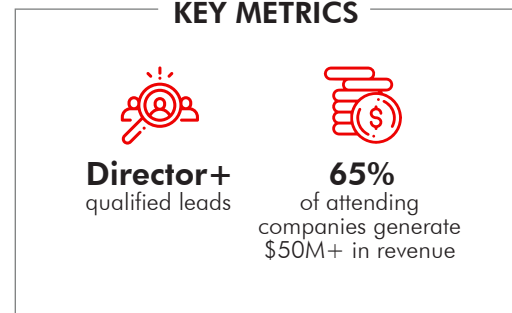


- 21% C-Suite/VP
- 61% Director/Manager
- 18% Specialist

### MARKET SEGMENTS



### KEY METRICS



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



2

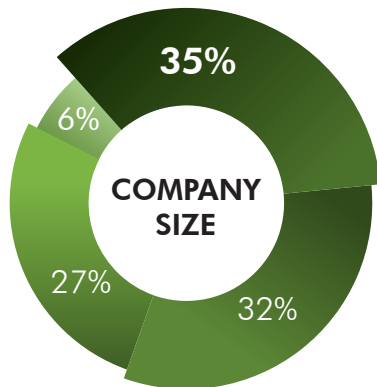
14th Annual Canadian Summit on

# FOOD REGULATION

Canada's leading meeting place  
for food regulation experts

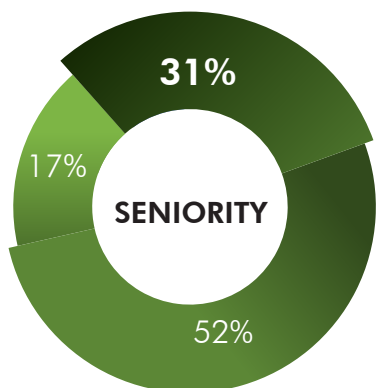
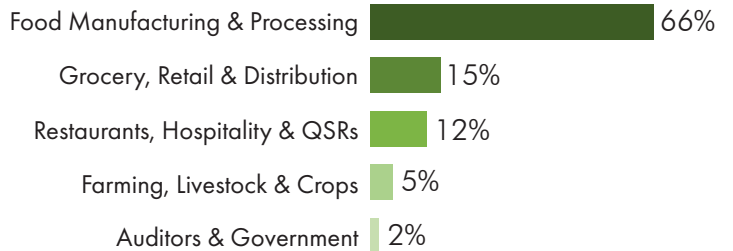
This specialized event attracts **senior leaders** actively investing in solutions to ensure their products meet the highest safety and quality standards.

DECEMBER  
2-3, 2025  
TORONTO



- 35% 1,000+ employees
- 32% 201 - 1,000 employees
- 27% 50 - 200 employees
- 6% Under 50 employees

## MARKET SEGMENTS



- 31% C-Suite/VP
- 52% Director/Manager
- 17% Specialist

## KEY METRICS



**Director+**  
qualified leads



**72%**  
of attending  
companies generate  
\$50M+ in revenue

CONTINUED PAST SPEAKERS, ATTENDEES AND SPONSORS...



**PAST SPEAKERS**



**Bettina Abruzzese**  
Global Head of Scientific & Regulatory Affairs  
**Mars Food & Nutrition**



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



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



**Cheryl Campbell**  
Director, Safety & Risk Solutions  
**Aramark**



**Sharon Seung**  
Chief Legal Officer  
**Pizza Hut Canada**



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



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



**Dino Covone**  
Chief, Nutrition Regulations & Standards Division  
**Health Canada**

**PAST ATTENDEES**



**PAST SPONSORS**





# SPONSOR TESTIMONIALS

“

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.



“

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.



“

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



“

The quality of the audience was 10/10. It was an AWESOME event! It provided an 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 ... A great opportunity to share, learn and grow.



“

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.



“

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 15,000+ 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 15,000+ 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 15,000+ 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](mailto:foodsponsorship@strategyinstitute.com)



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