



Canadian Restaurant & Bar Show

October 28-29, 2018
The International Centre, Hall 5
Mississauga, Ontario
www.crbshow.ca

"The Most Unique and Interactive Foodservice Industry Show in Canada"



FOOD



BEVERAGES



TECHNOLOGY



EQUIPMENT

SUPPORTING SHOW PARTNERS:



**2018 CANADIAN RESTAURANT & BAR SHOW (CR&B) –
SPONSORSHIP SALES PROSPECTUS**

Become a sponsor of the 2018 CR&B Show and directly connect with foodservice industry owners, operators, managers and chefs through the most creative and impactful show sponsorship program. For further details, please visit www.crbshow.ca

To book your sponsorship, please contact: Edwin Cabural, Director of Sales, CR&B Show
416-512-8186 x 265 | edwinc@mediaedge.ca

www.crbshow.ca

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MediaEdge

Official CR&B Show Media Products:

Canadian
Restaurant &
Foodservice News

RESTOBIZ RESTOBIZ BYTES

WELCOME TO THE 2018 CANADIAN RESTAURANT & BAR (CR&B) SHOW!

Welcome to the 2018 Canadian Restaurant & Bar Show!

The Canadian Restaurant & Bar (CR&B) Show will provide foodservice industry owners, operators, managers and chefs, a unique, interactive, informative and entertaining show experience unlike any existing foodservice industry event in Canada. This revolutionary event was developed by the industry, for the industry and our sincere thanks go out to the many industry professionals whose vision and ideas will become a reality on Sunday, October 28 and Monday, October 29, 2018 at the International Centre in Mississauga.

There are dozens of reasons why the CR&B Show was established, but our overarching mandate is to provide support and tangible content to the entire foodservice industry in Canada in order to help make it as vibrant and successful as possible. Our unique show features and educational content were developed for ALL types of foodservice establishments including:

- Independent and Chain Restaurants
- Pubs, Bars and Cafes
- Sports Bars and Nightclubs
- Accommodation (Hotels, Motels, Casinos, Lodges, Inns and more)
- Institutional (Universities, Colleges, Airports, Healthcare)
- Recreational (Casinos, Tourist Attractions, Sports Arenas, Museums, Banquet Halls, Golf Clubs, Amusement Parks and more)
- And More...

Every delegate will receive significant benefit from attending, regardless of their facility type and job description. We are very fortunate that our vision is also shared by a number of North American foodservice industry associations who are behind the CR&B Show as Supporting Industry Partners. These show partners are as dedicated to their members and industries as the CR&B Show is and together, we will help foodservice owners, operators, managers and chefs be as successful as possible.

Supporting Show Partners:



www.crbshow.ca

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**Restaurant &
Foodservice News**

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ABOUT THE CR&B SHOW PARTNERS:



The goal of the Culinary Federation is to unite chefs and cooks across Canada in a common dedication to professional excellence. The Culinary Federation (CF) was founded in 1963 and incorporated in Ottawa as a non-profit association in 1972. Since its inception, the federation has enjoyed a deep and long-standing tradition as Canada's true representation of the professional chef and cook.

Throughout its history as Canada's largest federally chartered professional chefs' organization, the name of the federation has undergone several changes to recognize the chef's continually changing role in the kitchen and education. From 1963-1982 the organization was called the Canadian Federation of Chefs de Cuisine. When the importance and role of the professional cook was recognized, the name was changed to Canadian Federation of Chefs & Cooks. In 2003, when "inclusion" was the buzzword, it became necessary to recognize other competencies in culinary arts without forsaking the basic food preparation skills of a qualified cook, baker or pastry cook.

Membership in the Culinary Federation is available to any and all persons who actively seek and involve their career paths as a Cook Apprentice, Journeyman Cook, Professional Chef/Cook or Culinary Professional. The Federation is a federally chartered, not for profit organization, and is managed by a member elected board of directors. Its membership is derived from Regional and City Branches who maintain their affiliation with the CF by way of the charter and acceptance of National Bylaws. The business of the CF is presented at recognized annual conferences open to all members, invited guests and persons or organizations associated with the hospitality industry.

For more information, please visit www.culinaryfederation.ca



Established by Barbara Tropp and seven pioneering women chefs and restaurateurs, WCR is an active resource for women seeking to advance culinary education and gain recognition in various areas of the food and beverage industry. Through invaluable experiences and opportunities, WCR helps leverage the voice of talented women, helping to elevate their position while building a strong connection of industry peers. These connections have influenced the careers of many notable chefs today.

Women Chef and Restaurateurs is an incredible resource for connecting women in all areas of the food and beverage business. By creating experiences that educate and inspire, WCR brings together women of the culinary arts building a strong network among industry peers. Many WCR members credit their career evolution to their WCR membership, including TV personality Elizabeth Falkner, and past WCR Secretary and Restaurateur Kathleen Blake, owner of The Rusty Spoon in Orlando, Florida. In establishing WCR, our founders gave women in the culinary industry a platform to join forces professionally, magnify their collective voice, and elevate the position and recognition of the women in this dynamic and diverse world of hospitality. Become a WCR member and enter a world of Chefs, Sommeliers, Restaurateurs, Manufacturers, Farmers and Industry Executives who unite to promote women in all areas of the culinary world.

For more information, please visit www.womenchefs.org



ORHMA is dedicated to fostering a positive business climate for Ontario's hospitality industry, while providing value-added services to its members.

The Ontario Restaurant Hotel & Motel Association (ORHMA) is the largest provincial hospitality association in Canada. With over 4,000 members, representing more than 11,000 establishments across the province, the ORHMA is uniquely positioned to represent the issues that most impact your business.

ORHMA represents the industry's interests at both the Provincial and Municipal levels of government. Through our specialized in-house government relations experts, our provincial Board of Directors and our local Regional Boards, the Association provides pertinent and timely advice on industry-specific issues to politicians across the province.

The Association's dedicated and professional Membership Team provides ORHMA members with meaningful cost-saving programs and unique educational services. These resourceful programs not only improve the bottom line for our members, but also enhance their operating standards.

For more information, please visit www.orhma.com



Nightclub & Bar Show is North America's most influential gathering of bar and nightlife professionals. Annually, for 30+ years more than 36,000 professionals gather from across the U.S. and 50+ other countries to learn, network and grow the industry. The 2019 Nightclub & Bar Show will host 600+ exhibitors and sponsors on their innovative Expo floor and at venues throughout the city of Las Vegas, dynamic keynoters plus hundreds of the industry's leading experts in its comprehensive conference program, and an unparalleled nightlife lineup.

The Canadian Restaurant & Bar Show is proud to announce that it has formed a partnership with Nightclub & Bar Show and that the Nightclub & Bar Show Experience will be an important part of the 2018 Canadian Restaurant & Bar Show programming. The Nightclub & Bar Show Experience consists of a series of beverage-oriented educational sessions and roundtable discussions delivered by many recognizable industry experts and leaders. The Nightclub & Bar Show Experience will bring to the 2018 Canadian Restaurant & Bar Show, a unique and informative educational and interactive experience unlike any other event in Canada.

For more information, please visit www.ncbshow.com

2018 CR&B SHOW SCHEDULE:

Friday, October 26, 2018

- Exhibitor Move-in (8:00 am – 5:00 pm)

Saturday, October 27, 2018

- Exhibitor Move-in (8:00 am – 5:00 pm)
- Taste of Toronto "Dine-a-Round" (5:00pm – 11:00pm)

Sunday, October 28, 2018

- Education Sessions and Panel Discussions (9:00am – 11:00am)
- Trade Show Floor Hours (11:00am – 5:00pm)
- Special Presentations and Private Meetings (11:00am – 3:00pm)

- CR&B Show Opening Reception (5:00pm – 8:00pm)

- Private Receptions and Special Events (8:00pm and onward)

Monday, October 29, 2018

- CR&B Show – Industry Breakfast & Awards (8:30am – 10:45am)
- Trade Show Floor Hours (11:00am – 5:00pm)
- Special Presentations, Private Meetings and Education Sessions (10:00am – 3:00pm)
- Private Receptions and Special Events (5:00pm and onward)
- Exhibitor Move-out (5:30pm – 10:00pm)

CR&B SHOW - SPECIAL FEATURES & PAVILIONS:

There are numerous reasons why the CR&B Show is unique, including our impressive array of special features and on-floor pavilions. These show features will provide attending delegates with a more intimate and interactive show experience while increasing exposure and traffic to your booth space. Our sincere thanks go out again to many foodservice industry professionals who helped the CR&B Show recognize what attending delegates want as their preferred show experience. Below are samples of the CR&B Show special features and pavilions:

- Food, beverage, equipment and technology onsite purchasing via promoted "Show Specials"
- Industry Partner Pavilions; CF - Culinary Federation, WCR - Women, Chefs & Restaurateurs, ORHMA – Ontario Restaurant Hotel & Motel Association and NC&B - Nightclub & Bar Show
- On-floor Kitchen – The CR&B Show is bringing the "Back of House" to the actual show floor. The kitchen will be set up to profile a wide array of equipment that will be used to prepare food samples for CR&B Show exhibitors. This "Open Kitchen" set-up will allow show attendees to see all of the action as thousands of items are prepared over the course of the show
- Cooking Stage – Demonstrations, Competitions and Mixology Pairings
- Butcher Shop and Demonstrations
- Wine, Spirits, Beer and Cider Retail Store – show attendees can actually sample products and then purchase them or order them onsite
- Bar and Nightclub feature areas – new menu, décor, design ideas and inspirations
- CR&B Show National Mixology & Flair Bartending Competition
- Chef Book Signings
- Knife Sharpening
- Professional Photography Booth (wardrobe and accessories available)
- Recruitment and Onsite Interviews (job fair)
- Canadian Restaurant & Foodservices News (CRFN) magazine and www.RestoBiz.ca Lounge – this feature area will provide attendees with an opportunity to recharge their cell phones, receive a massage, engage in industry research, network with industry peers and relax for a few minutes between booth visits
- Many additional activities will occur throughout the show, stay tuned for more details!

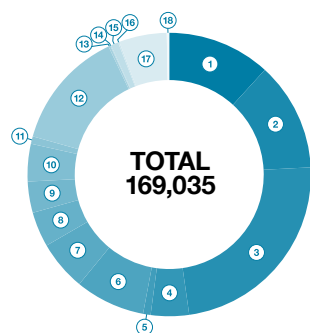
THERE ARE MANY REASONS WHY YOUR COMPANY SHOULD BE A 2018 CR&B SHOW SPONSOR AND EXHIBITOR WHILE ALIGNING YOUR ORGANIZATION WITH CANADA'S MOST UNIQUE AND INTERACTIVE SHOW FOR FOODSERVICE PROFESSIONALS:

- Complimentary booth space - included in many sponsor packages
- Reach tens of thousands of foodservice industry buyers across Canada through on-going company and product promotions before, during and after the CR&B Show – please see the significant array of sponsor entitlements that comprise each sponsor package in the CR&B Show Sales Prospectus
- Drive additional traffic to your booth space
- Increase company and brand awareness through customized pre-event marketing programs
- Participate in education sessions and panels
- Coordinate private meetings and demonstrate new offerings
- Demonstrate your industry leadership position by supporting the CR&B Show
- Sell your products before, during and after the show - via CR&B Show Specials
- Host clients via the CR&B Show "Client VIP Program"
- Take advantage of special marketing packages and discounts offered for CRFN magazine, www.restobiz.ca website and RestoBizBYTES e-newsletter
- Offer food and beverage samples and demonstrate your offerings
- Meet new customers
- Conduct research for business planning, marketing and sales strategies

THERE ARE MANY REASONS WHY THE CR&B SHOW IS UNIQUE:

- The CR&B Show will be promoted to nearly 170,000 foodservice establishments in Canada (see breakdown below)
- Show attendee prospects can order products offered as “Show Specials” prior to and after the CR&B Show
- Attending Show delegates can actually purchase products onsite from participating vendors
- All CR&B Show delegate prospects will receive ongoing promotions of all Show Specials offered by suppliers - well in advance of the show and after the event
- All CR&B Show attending delegates will receive a Show Special booklet at the registration desk that allows them to identify which suppliers are offering Show Specials, the details of the specific items offered and their booth space number/location on the trade floor
- All exhibitors offering Show Specials will be identified on show pre-event promotional materials, the show website, show guide, show APP and through identification on the trade show floor
- Attendees will experience first-hand a number of interactive feature areas and pavilions that will provide new ideas, areas of inspiration, fun and to conduct business
- Several foodservice industry associations are actively involved with the CR&B Show and are helping to dictate its content and overall format
- CR&B will provide multiple ways for suppliers and attendees to engage in order for ideas to be exchanged and so business transactions can occur
- Prior to the actual CR&B Show, we will provide numerous ways to strategically and actively promote our valued show sponsors and exhibitors to nearly 170,000 Canadian foodservice professionals
- Customized pre and post event promotional marketing campaigns, including outbound calls to foodservice professionals, can be created for all supporting exhibitors and sponsors
- CR&B will provide programs and mechanisms for supporting vendors to measure their show ROI
- The exhibit floor will be designed in a free flowing format where various products and services will be positioned next to each other. In other words, food, beverage, equipment, technology and service providers will be positioned next to each other throughout the entire floor and not isolated to a specific area. This provides a more engaging opportunity for a show attendee to walk from booth to booth to see, sample and touch numerous types of foodservice industry products and services as they walk down each row of booths

THE CR&B SHOW WILL BE ACTIVELY AND STRATEGICALLY PROMOTED TO NEARLY 170,000 FOODSERVICE ESTABLISHMENTS IN CANADA!



1	19,917	Quick Service Restaurant – Independent
2	20,981	Quick Service Restaurant – Chain
3	39,813	Full Service Restaurant – Independent
4	7,370	Full Service Restaurant – Chain
5	1,453	Restaurant Chain – Headquarters
6	13,491	Drinking Places
7	9,658	Restaurant – General
8	6,753	Accommodation Foodservice
9	6,015	Institutional Foodservice

10	7,230	Recreation and Related Industries Foodservice
11	1,434	Contract, Social Caterers
12	23,012	Food and Beverage Stores
13	365	Foodservice – Building Services
14	154	Foodservice – Manufacturer
15	1,446	Foodservice – Miscellaneous
16	253	Foodservice – Wholesaler / Distributor
17	9,214	Foodservice – General
18	474	MEC Advertiser

The 2018 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

PLATINUM LEVEL

SPECIAL MEMBER RATE \$30,000 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$35,000

The 2018 CR&B Show Platinum Level Sponsors will receive the top billing as lead sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This exclusive sponsorship level includes an impressive array of benefits listed below:

Show Attendee Badges

- Corporate logo and sponsor level imprinted on all official show attendee badges. The badges will include name and company name and worn by all delegates, speakers, exhibitors and sponsors throughout the show. The badges will be distributed at the main registration desk

Show Delegate Bag

- Company logo and sponsor level imprinted on all bags handed to attendees at the main registration desk
- Placement of your company literature/brochure inside each delegate bag

Overarching Lead Sponsor of the CR&B Industry Breakfast & Awards (Monday, October 29, 2018 from 8:30 am - 10:00 am - International Centre, Toronto)

- Logo and sponsor level positioning (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show app, show guide, onsite signage and table tent cards, looping Power Point
- Reserved VIP table for eight (8), positioned in front of the room with close proximity to the stage. Additional tables and/or individual tickets may be purchased at the sponsor rate of \$25/per. Your table will include a branded tent card with your company logo and personal name cards for your each of your key customers
- Verbal sponsor recognition and an opportunity to address and welcome the Industry Breakfast & Awards attendees
- Opportunity to have your F&B products as part of the Industry Breakfast & Awards menu with associated branding

Company Presentation Opportunities

- Deliver a company presentation and/or moderate a panel (45 minutes) as part of our CR&B Show education program (topic and format TBC)
- Opportunity to have your corporate chef and/or a client do a demonstration or presentation on the show cooking stage
- Logo and brand exposure (links where applicable) on all applicable pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show app, show guide, onsite signage and table tent cards, looping Power Point

Exhibit Space

- Complimentary 400 ft² of exhibit space, with first right to select your preferred location on the show floor
- Additional booths can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- To drive additional traffic to your exhibit space, you will have the opportunity to select items to offer to delegates from your booth space, including; a beverage service, sweets, light snacks, etc.
- Show Management will take care of all coordination and logistics once your firm purchases the chosen item(s)
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Private Meeting Room

- One room will be provided to your company for the entire duration of the show
- Signage with company name and logo will be positioned outside of room
- This exclusive and private space will work very well for one on one client meetings and/or presentations, new product launches, staff meetings, break/meal area and for extra storage
- The room will be set up with tables and chairs, but any special A/V equipment or F&B will need to be ordered and paid for by the sponsor. Once booked, show management will handle all room logistics to make sure the space is set up properly
- Complimentary wifi is included, but a hard line internet connection is an additional cost
- Complimentary cleaning throughout the duration of the show

Show Guide

- Exclusive, front cover company logo placement and sponsor level recognition
- One complimentary, full page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Full page company advertisement on your choice of one of four tabs – Program, Delegates, Exhibitors and My Delegate
- Rotating banner advertisement positioned on the top portion of each CR&B App navigation tab landing page
- Company logo and description, with links to company URL, PDFs, videos on various App navigation tab, menu, landing pages
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on three (3) show delegate e-blasts
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition on show cooking stage signage
- Logo, sponsor level recognition and enhanced company listing on the locator boards (registration area and trade show floor)
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Company logo (front cover) and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Logo and sponsor level recognition on a maximum twelve posts on CRFN Social Media channels
- Company logo (front cover) and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of

CRFN magazine and posted on www.restobiz.ca

- Company logo and sponsor level recognition on registration area signage
- Industry Breakfast & Awards (Monday, October 29) - Reserved VIP table for eight (8), positioned in front of the room with close proximity to the stage. Additional tables and/or individual tickets may be purchased at the sponsor rate of \$25 /per. Your table will include a branded tent card with your company logo and personal name cards for your each of your key customers
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of hundred (100). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 15% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) - 15% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) - 15% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides 12 annual posts by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements



GOLD LEVEL

SPECIAL MEMBER RATE \$20,000 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$25,000

The 2018 CR&B Show Gold Level Sponsors will receive a top billing as a lead sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Show Attendee Badges

- Corporate logo and sponsor level imprinted on all official show attendee badges. The badges will include name and company name and worn by all delegates, speakers, exhibitors and sponsors throughout the show. The badges will be distributed at the main registration desk

Show Delegate Bag

- Company logo and sponsor level imprinted on all bags handed to attendees at the main registration desk
- Placement of your company literature/brochure inside each delegate bag

Overarching Lead Sponsor of the CR&B Industry Breakfast & Awards (Monday, October 29, 2018 from 8:30 am - 10:00 am - International Centre, Toronto)

- Logo and sponsor level positioning (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show app, show guide, onsite signage and table tent cards, looping Power Point
- Reserved VIP table for eight (8), positioned in front of the room with close proximity to the stage. Additional tables and/or individual tickets may be purchased at the sponsor rate of \$25/per. Your table will include a branded tent card with your company logo and personal name cards for your each of your key customers
- Verbal sponsor recognition and an opportunity to address and welcome the Industry Breakfast & Awards attendees
- Opportunity to have your F&B products as part of the Industry Breakfast & Awards menu with associated branding

Company Presentation Opportunities

- Deliver a company presentation and/or moderate a panel (45 minutes) as part of our CR&B Show education program (Topic and format TBC)
- Opportunity to have your corporate chef and/or a client do a demonstration or presentation on the show cooking stage
- Logo and brand exposure (links where applicable) on all applicable pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show app, show guide, onsite signage and table tent cards, looping Power Point

Exhibit Space

- Complimentary 300 ft² of exhibit space, with first right to select your preferred location on the show floor
- Additional booths can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical

- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- To drive additional traffic to your exhibit space, you will have the opportunity to select items to offer to delegates from your booth space, including a beverage service, sweets, light snacks, etc.
- Show Management will take care of all coordination and logistics once your firm purchases the chosen item(s)
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Private Meeting Room

- One room will be provided to your company for the entire duration of the show
- Signage with company name and logo will be positioned outside of room
- This exclusive and private space will work very well for one on one client meetings and/or presentations, new product launches, staff meetings, break/meal area and for extra storage
- The room will be set up with tables and chairs, but any special A/V equipment or F&B will need to be ordered and paid for by the sponsor. Once booked, show management will handle all room logistics to make sure the space is set up properly
- Complimentary wifi is included, but a hard line internet connection is an additional cost
- Complimentary cleaning throughout the duration of the show

Show Guide

- Exclusive front cover company logo placement and sponsor level recognition
- One complimentary, full page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Full page company advertisement on your choice of one of four tabs – Program, Delegates, Exhibitors and My Delegate
- Rotating banner advertisement positioned on the top portion of each CR&B App navigation tab landing page
- Company logo and description, with links to company URL, PDFs, videos on various App navigation tab menu landing pages
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on two (2) show delegate e-blasts
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition on show cooking stage signage
- Logo, sponsor level recognition and enhanced company listing on the locator boards (registration area and trade show floor)
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point

- Logo and sponsor level recognition on a maximum six posts (6) on CRFN Social Media channels
- Company logo (front cover) and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo (front cover) and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of hundred (100). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 12.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 12.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 12.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides 6 annual posts by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements



SILVER LEVEL

SPECIAL MEMBER RATE \$12,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$15,000

The 2018 CR&B Show Silver Level Sponsors will receive a top billing as a lead sponsor, creating an unparalleled opportunity to showcase their organizations as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Show Delegate Bag

- Placement of your company literature/brochure inside each delegate bag

Exhibit Space

- Complimentary 200 ft² of exhibit space, with first right to select your preferred location on the show floor
- Additional booths can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will be handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, half page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on various App navigation tab menu landing pages
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Logo and sponsor level positioning (links where applicable) pertaining to the Opening Night Reception (Sunday, October 28). Sponsorship recognition and company logo on all pre-event, at-event and post-

- event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, onsite signage and table tent cards, looping Power Point
- Opportunity to have your F&B products as part of both events menu with associated branding
- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo, sponsor level recognition and enhanced company listing on the locator boards (registration area and trade show floor)
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show app, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a maximum three posts (3) on CRFN Social Media channels
- Company logo (front cover) and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo (front cover) and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Four (4) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of fifty (50). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides three annual posts by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

BRONZE LEVEL

SPECIAL MEMBER RATE \$7,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$10,000

The 2018 CR&B Show Bronze Level Sponsors will receive a top billing as a lead sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Additional booths can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on various App navigation tab menu landing pages
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Logo and sponsor level positioning (links where applicable) pertaining to the two high profile events: Opening Night Reception (Sunday, October 28) and the Industry Breakfast & Awards (Monday, October 29). Sponsorship recognition and company logo on all pre-event, at-event and post-event marketing materials; websites, e-blasts,

social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, onsite signage and table tent cards, looping Power Point

- Opportunity to have your F&B products as part of both events menu with associated branding
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo, sponsor level recognition and enhanced company listing on the locator boards (registration area and trade show floor)
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show app, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a single post on CRFN Social Media channels
- Company logo (front cover) and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo (front cover) and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Two (2) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual posts by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

CONTRIBUTING

SPECIAL MEMBER RATE \$3,000 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$5,000

The 2018 CR&B Show Contributing Sponsors will receive acknowledgement as a sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will be handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on

www.restobiz.ca

- Industry Breakfast & Awards (Monday, October 29) - One (1) complimentary ticket to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of ten (10). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual posts by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements



EDUCATIONAL PROGRAM

SPECIAL MEMBER RATE \$7,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$10,000

The 2018 CR&B Show Educational Program Sponsors will receive a top billing as a lead sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Additional booths can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will be handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on Educational Program App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff

- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a single post on CRFN Social Media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Two (2) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual post by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements



OPENING RECEPTION

SPECIAL MEMBER RATE \$5,000 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$7,500

The 2018 CR&B Show Educational Program Sponsors will receive a top billing as a lead sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on Educational Program App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Opportunity to have your F&B products as part of Opening Night Reception (Sunday, October 28) and the Industry Breakfast & Awards (Monday, October 29) events menu with associated branding
- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites,

- e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a single post on CRFN Social Media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Two (2) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of fifteen (15). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual posts by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements



INDUSTRY BREAKFAST & AWARDS

SPECIAL MEMBER RATE \$5,000 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$7,500

The 2018 CR&B Show Industry Breakfast & Awards Sponsors will receive a top billing as a lead sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will be handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on Educational Program App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Opportunity to have your F&B products as part of the Industry Breakfast & Awards (Monday, October 29) event menu with associated branding
- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites,

- e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Reserved VIP table for two (2), positioned in the front of the room with close proximity to the stage. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of fifteen (15). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements



LANYARDS

SPECIAL MEMBER RATE \$10,000 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$12,500

The 2018 CR&B Show Lanyard Sponsor will receive an exclusive top billing as the only sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Lanyard

- Exclusive company name and logo branding, along with CR&B Show logo

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a single post on CRFN Social Media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Four (4) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of fifty (50). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual posts by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

DELEGATE BAG

SPECIAL MEMBER RATE \$7,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$10,000

The 2018 CR&B Show Delegate Bag Sponsor will receive an exclusive top billing as the only sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Show Delegate Bag

- Company logo and sponsor level imprinted on all bags handed to attendees at the main registration desk
- Placement of your company literature/brochure inside each delegate bag

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will be handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a single post on CRFN Social Media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Two (2) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 7.5% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual posts by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

SHOW GUIDE

SPECIAL MEMBER RATE \$7,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$10,000

The 2018 CR&B Show Guide Sponsor will receive an exclusive top billing as the only sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- Exclusive, front cover company logo placement and sponsor level recognition
- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
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- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Two (2) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual post by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

WIFI

SPECIAL MEMBER RATE \$7,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$10,000

The 2018 CR&B Show Guide Sponsor will receive an exclusive top billing as the only sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Show Delegate Bag

- Company logo and sponsor level imprinted on all bags handed to attendees at the main registration desk

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a single post on CRFN Social Media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Two (2) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual post by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

CULINARY STAGE PROVIDER – EQUIPMENT AND SMALLWARES

SPECIAL MEMBER RATE \$7,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$10,000

The 2018 CR&B Show Guide Sponsor will receive top billing as the exclusive sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Logo and sponsor level positioning (links where applicable) pertaining to the two high profile events: Opening Night Reception (Sunday, October 28) and the Industry Breakfast & Awards (Monday, October 29). Sponsorship recognition and company logo on all pre-event, at-event and post-event marketing materials; websites, e-blasts,

- social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show app, show guide, onsite signage and table tent cards, looping Power Point
- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition on show cooking stage signage
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a single post on CRFN Social Media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Four (4) complimentary tickets to this event. Additional tickets maybe purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual post by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

CULINARY STAGE PROVIDER – FOOD PRODUCTS

SPECIAL MEMBER RATE \$7,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$10,000

The 2018 CR&B Show Guide Sponsor will receive top billing as the exclusive sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will be handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Logo and sponsor level positioning (links where applicable) pertaining to the two high profile events: Opening Night Reception (Sunday, October 28) and the Industry Breakfast & Awards (Monday, October 29). Sponsorship recognition and company logo on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print

- magazine, show app, show guide, onsite signage and table tent cards, looping Power Point
- Opportunity to have your Food products as part of both events menu with associated branding
- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition on show cooking stage signage
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
- Logo and sponsor level recognition on a single post on CRFN Social Media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2018 issue of CRFN magazine and posted on www.restobiz.ca
- Industry Breakfast & Awards (Monday, October 29) - Four (4) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual post by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

CULINARY STAGE PROVIDER – BEVERAGE PRODUCTS

SPECIAL MEMBER RATE \$7,500 (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE \$10,000

The 2018 CR&B Show Guide Sponsor will receive top billing as the exclusive sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Logo and sponsor level positioning (links where applicable) pertaining to the two high profile events: Opening Night Reception (Sunday, October 28) and the Industry Breakfast & Awards (Monday, October 29). Sponsorship recognition and company logo on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print

- magazine, show app, show guide, onsite signage and table tent cards, looping Power Point
- Opportunity to have your Beverage products as part of both events menu with associated branding
- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor on one show delegate e-blast
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition on show cooking stage signage
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
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- Industry Breakfast & Awards (Monday, October 29) - Four (4) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
- Opportunity to place your company literature in the CR&B Show literature rack
- Canadian Restaurant & Foodservice News (CRFN) print magazine - 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBiz.ca (industry website) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- RestoBizBYTES (weekly industry e-newsletter) – 10% discount off of advertising placements (available for one year from the date of the sponsor agreement)
- Social media exposure – this sponsor level provides one annual post by show management inside the CR&B Show Twitter account @TheCRBShow and on CRFN Magazine's Twitter account @RestoBizCRFN
- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

FURNITURE - CONTRA

The 2018 CR&B Show Guide Sponsor will receive top billing as the exclusive sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will be handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

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- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Logo and sponsor level positioning (links where applicable) pertaining to the two high profile events: Opening Night Reception (Sunday, October 28) and the Industry Breakfast & Awards (Monday, October 29). Sponsorship recognition and company logo on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print

magazine, show app, show guide, onsite signage and table tent cards, looping Power Point

- Sponsorship recognition and company branding where sponsor furniture is utilized throughout the show floor, meeting rooms and at special events.
- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor
- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition on the trade show floor entrance archway
- Logo and sponsor level recognition on signage in the main registration area
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards, looping Power Point
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- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show, appearing in the September 2018 issue of CRFN magazine and posted on www.restobiz.ca
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- Industry Breakfast & Awards (Monday, October 29) - Two (2) complimentary tickets to this event. Additional tickets may be purchased at the sponsor rate of \$25/per.
- Unique registration code for you to invite your key customers as VIP delegates, up to a maximum of twenty (20). VIP delegates receive a complimentary full, CR&B Show delegate registration, access to all education sessions and the Opening Reception and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter – all items are provided to them complimentary from your organization
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- Permission to use the CR&B Show name and your sponsor position on company marketing materials and announcements

KNIFE SHARPENING - CONTRA

The 2018 CR&B Show Guide Sponsor will receive top billing as the exclusive sponsor, creating an unparalleled opportunity to showcase your organization as industry leaders to tens of thousands of foodservice professionals across Canada and the Canadian foodservice industry at large. This limited sponsorship level includes an impressive array of benefits listed below:

Exhibit Space

- Complimentary 100 ft² of exhibit space, with first right to select your preferred location on the show floor
- Exhibit booth space can be purchased at a reduced and special sponsor rate of only \$1,750 per 10'x10' (normal rate \$2,300 per)
- This offer includes only the space and does not include carpet, furnishings or electrical
- Your booth location will be promoted on our show website, show guide and show app

Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsor support of the show
- Enhancement of your company name and booth location on the show website and show guide
- Opportunity of providing a range of show special items for delegates to purchase before, during and after the show. The items your company lists will be visible on the show website and inside the delegate show special booklet that will handed out at registration. All organizations that offer show specials will receive a balloon positioned in their booth space indicating their participation in this program

Show Guide

- One complimentary, quarter page/four colour advertisement or company profile/editorial positioned on the inside front or outside back cover
- Company listing enhancement on the exhibitor listing section and on the trade floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Enhancement of company's alphabetical listing and booth space location

CR&B Show App

- Sponsor level recognition and logo on CR&B home page
- Company logo and description, with links to company URL, PDFs, videos on App navigation tab menu landing page
- All delegates are able to book appointments with your company via the App, which is loaded to your App calendar (similar to Outlook)
- Enhanced company profile and links to your website in the App profile section
- Ability to use the App's group chat function (content to be reviewed and approved by Show Management)
- Enhanced company description and booth location reference in the Trade Show section of the App
- Additional branding through various Show Management announcements to delegates

Additional Sponsor Benefits

- Sponsorship recognition and company branding where sponsor furniture is utilized throughout the show floor, meeting rooms and at special events.
- Company logo, sponsor level recognition and company profile with link to your website promoting your organization as a CR&B Show sponsor

- Sponsor level ribbon affixed to the show badges for all attending staff
- Logo and sponsor level recognition (links where applicable) on all pre-event, at-event and post-event marketing materials; websites, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show App, show guide, show special booklet, onsite signage and table tent cards
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CHEF'S PHOTOGRAPHY - CONTRA

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October 28-29, 2018
The International Centre, Hall 5
Mississauga, Ontario
www.crbshow.ca

2018 CR&B Sponsor Matrix																		
Sponsor Item	Platinum \$30-35/K	Gold \$20-25/K	Silver \$12.5-15/K	Bronze \$7.5-10/K	Contributing \$3.5-\$5/K	Education Program \$7.5-10/K	Opening Reception \$5-7.5/K	Industry Breakfast \$5-7.5/K	Lanyard \$10-12.5/K	Delegate Bag \$7.5-10/K	Show Guide \$7.5-10/K	Wi-fi \$7.5-10/K	Cooking Stage provide Equipment and Smallwares \$7.5-10/K	Cooking Stage (Food) \$7.5-10/K + Food	Cooking Stage (Beverage) \$7.5-10/K + Beverages	Show Furniture	Knife Sharpening	Chef's Photography
Sponsor Entitlements																		
Attendee Badge	x	x																
Lanyard									x									
Delegate Bag	x	x								x								
Delegate Bag Literature	x	x	x							x								
Opening Reception Lead Sponsor	x																	
Opening Reception Logo and Sponsor Recognition	x	x	x	x									x	x	x	x		
Opening Reception Lounge	x																	
Opening Reception (F&B items on menu)	x	x	x	x			x							x	x	x		
Industry Breakfast Lead Sponsor		x																
Industry Breakfast Logo and Sponsor Recognition	x	x	x	x									x	x	x	x		
Industry Breakfast (F&B items on menu)	x	x	x	x				x						x	x	x		
Education Session Presentation	x	x																
Cooking Stage Demo or Presentation	x	x																
Complimentary Booth Space with Sponsorship	400ft2	300ft2	200ft2	100ft2		100ft2			100ft2	100ft2	100ft2	100ft2	100ft2	100ft2	100ft2	100ft2	100ft2	100ft2
Additional Booth Space Discount	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x
Sponsor Sign for Booth Space	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Recognition for Providing Show Specials	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Booth Enhancement (Show Guide)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Booth Enhancement (Website)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Booth Enhancement (Onsite locator boards)	x	x	x	x														
Private Meeting Room	x	x																
Front Cover Logo (Show Guide)	x	x									x							

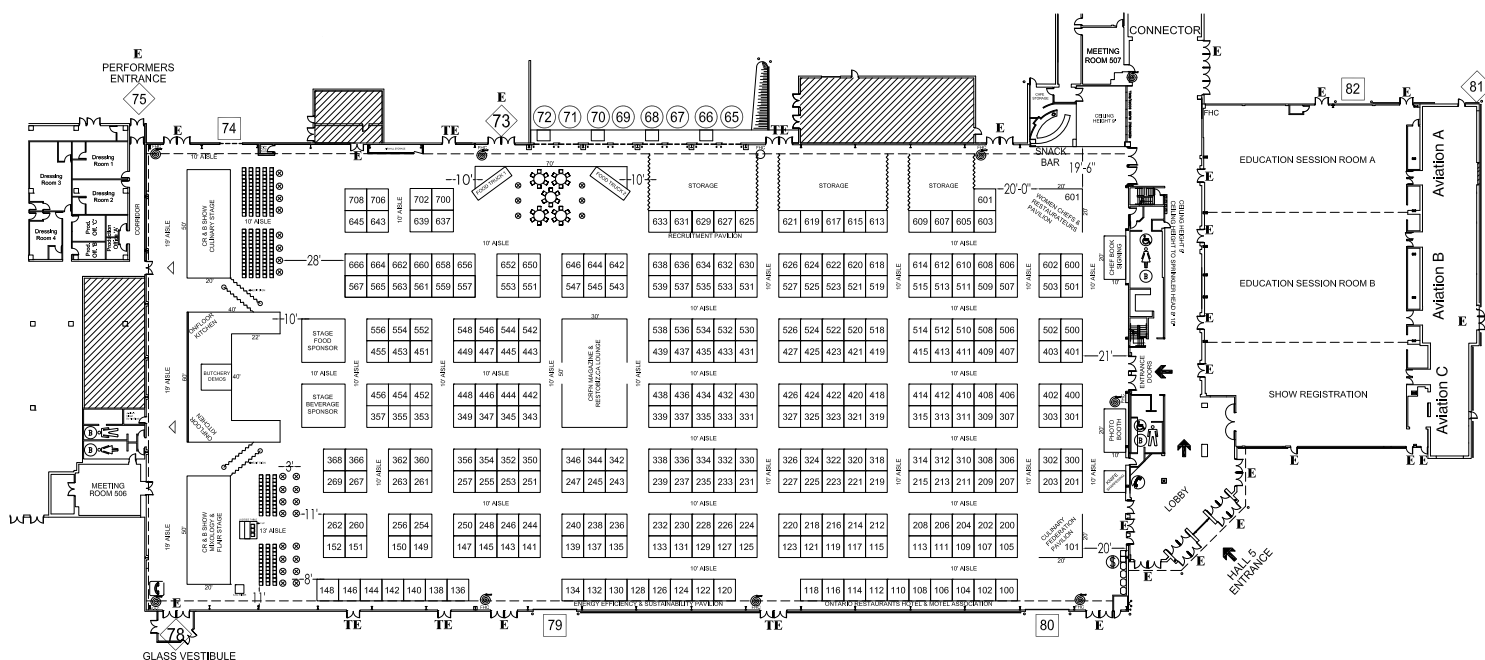
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Sponsor Entitlements																		
Front Cover Logo (Show Special Booklet)	x	x																
Print Advertisement (Show Guide)	Full Page	Full Page	1/2 Page	1/4 Page		1/4 Page			1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page
Sponsor Recognition Advertisement (Show Guide)	x	x	x	x		x			x	x	x	x	x	x	x	x	x	x
Show App (Sponsor Advertisement Page)	x	x	x	x		x			x	x	x	x	x	x	x	x	x	x
Show App (Full page advertisement)	x	x																
Show App (Rotating banner ad)	x	x																
Show App (Exhibitor listing enhancement - Logo)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Exclusive Delegate E-Blast	3	2	1						1				1	1	1			
Staff Badge Sponsor Ribbon	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Logo and Sponsor Level Recognition (Show floor archway)	x	x	x	x					x	x	x	x		x	x			
Logo and Sponsor Level Recognition (Registration area)	x	x	x	x					x	x	x	x	x	x	x			
Logo and Sponsor Level Recognition (Cooking stage)	x	x											x	x	x			
Logo and Sponsor Level Recognition (Show locator boards)	x	x	x	x														
Logo and Sponsor Level Recognition (Show website)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Logo and Sponsor Level Recognition (Show guide)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Logo and Sponsor Level Recognition (Show delegate promo emails)	Logo	Logo	Link	Link	Link	Link	Link	Link	Link	Link	Link	Link	Link	Link	Link	Link	Link	Link
Announcement Logo and Sponsor Level Recognition (Show delegate promo emails)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Logo and Sponsor Level Recognition (Show Social Media channels)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

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Sponsor Entitlements																		
Logo and Sponsor Level Recognition (CRFN Social Media channels)	12 Posts	6 Posts	3 Posts	1 Post		1 Post			1 Post	1 Post	1 Post	1 Post	1 Post	1 Post	1 Post	1 Post	1 Post	1 Post
Logo and Sponsor Level Recognition (CRFN Magazine)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Logo and Sponsor Level Recognition (Show - Looping Power Point)	x	x	x	x		x			x	x	x	x	x	x	x	x		
Logo and Sponsor Level Recognition (CRFN Magazine pre-show article - Sept 2018 issue)	Front Cover	Front Cover	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Logo and Sponsor Level Recognition (CRFN Magazine post-show wrap up article - Dec 2018 issue)	Front Cover	Front Cover	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
VIP Table and Signage - Industry Breakfast	x	x																
Industry Breakfast - Comp Tickets	8	8	4	2	1	2	2	2	4	2	2	2	4	4	4	2	2	2
VIP Code for Customers - Complimentary Access	100	100	50	20	10	20	15	15	50	20	20	20	20	20	20	10	10	10
Placement of Literature (Literature Rack)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
CRFN Magazine - Print Advertising Discount	15%	12.50%	10%	7.50%	5%	7.50%	7.50%	7.50%	10%	7.50%	7.50%	10%	10%	10%	10%	10%	10%	10%
RestoBiz.ca - Website Advertising Discount	15%	12.50%	10%	7.50%	5%	7.50%	7.50%	7.50%	10%	7.50%	7.50%	10%	10%	10%	10%	10%	10%	10%
RestoBizBYTES - Newsletter Advertising Discount	15%	12.50%	10%	7.50%	5%	7.50%	7.50%	7.50%	10%	7.50%	7.50%	10%	10%	10%	10%	10%	10%	10%
Usage of CR&B Show Logo on Company Marketing/Promotional Materials and Campaigns	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

CANADIAN RESTAURANT & BAR (CR&B) SHOW 2018 - FLOORPLAN

October 28-29, 2018
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INDUSTRY SHOW PARTNERS:



To book your sponsorship or if questions exist, please contact:
 Edwin Cabural, Director of Sales, CR&B Show
 416-512-8186 x 265 | edwinc@mediaedge.ca

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