



Canadian Restaurant & Bar Show

**NOVEMBER  
1 - 2/2020**

INTERNATIONAL CENTRE, HALL 5  
Mississauga, Ontario

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



FOOD



BEVERAGE



TECHNOLOGY



EQUIPMENT

### SUPPORTING SHOW PARTNERS



# 2020 CANADIAN RESTAURANT & BAR SHOW (CR&B) SPONSOR PROSPECTUS

[www.crbshow.ca](http://www.crbshow.ca)

**TO BOOK YOUR BOOTH SPACE, PLEASE CONTACT**

**Chuck Nervick** at +1 (416) 512-8186 ext.227 | [chuckn@mediaedge.ca](mailto:chuckn@mediaedge.ca)

**Nick Nervick** at +1 (416) 512 8186 ext. 249 | [nickn@mediaedge.ca](mailto:nickn@mediaedge.ca)

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Official CR&B Show Media Products:

Canadian  
Restaurant &  
Foodservice News

**RESTOBIZ RESTOBIZ BYTES**

## WELCOME TO THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW!

First off, our sincere thanks go out to all organizations that have supported the CR&B Show since its inception in 2018. Working with many leaders in the Canadian foodservice space, we developed the show to fill a void while providing foodservice industry owners, operators, managers and chefs with 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 goes out to the many industry professionals whose vision and ideas have helped make the CR&B Show a true success.

The main goal of the CR&B Show is no secret: create the most unique and interactive trade show for Canadian foodservice industry professionals. And while launching a new trade show is a challenge, the first year always has one saving grace: there's nothing to directly compare it to. There's no getting better, but there's no getting worse, either.

That changes for year two, though. The bar has been set, and leading up to the day of the show, everyone — show staff included — wonders whether the lessons they learned will have been put to good use and whether attendees will walk away with better things to say. Everything might look good on paper the day before, but you don't really know. Now, with the second CR&B Show finished, we do.

By every metric, the 2019 CR&B Show was bigger and better. Over 2018, there was a 43 per cent increase in delegate registrations, 42 per cent more attendees visited the show and the show saw a 52 per cent increase in exhibitors, sponsors and brands. The trade show floor was bigger, with 35 per cent more space dedicated to trade show booths and other show activities and features.

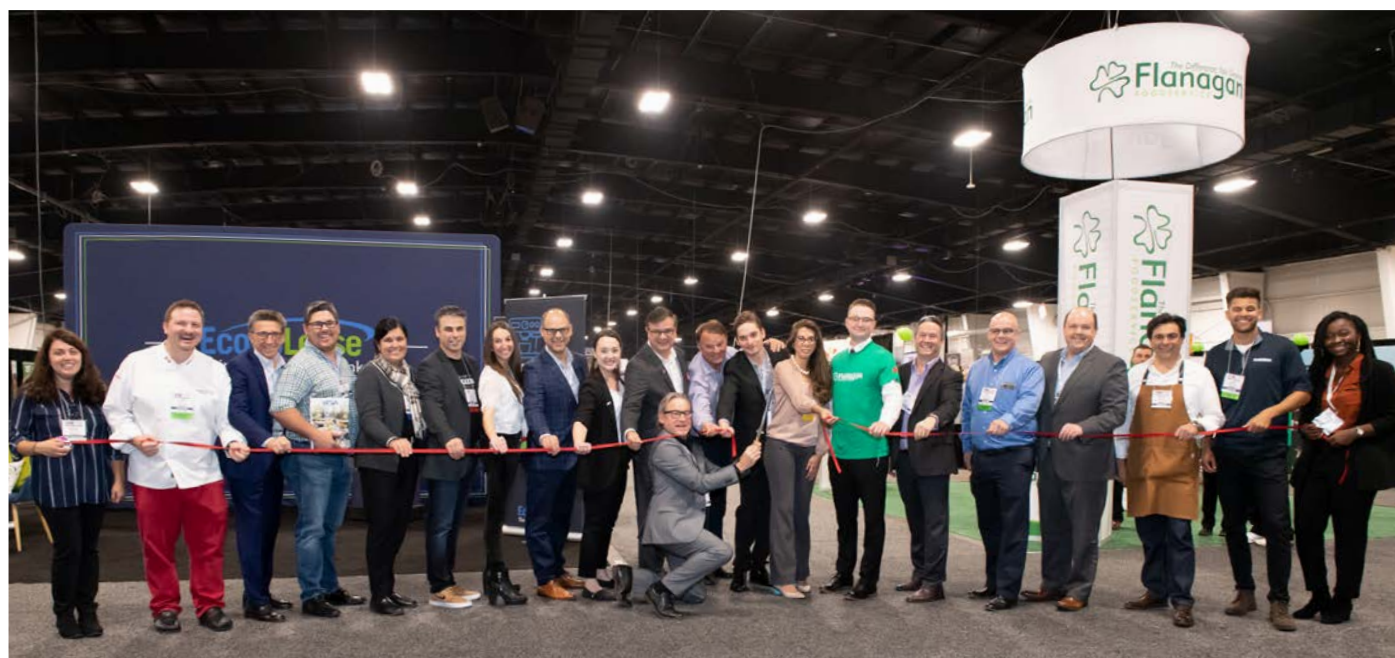
We admit that it took some adjusting to push the show in the right direction. In 2018, education sessions were held in a separate space, while this year, they were right on the floor in the thick of the action. On day one, the 2019 show kicked off early with the Canadian Women in Food's Full Tilt Conference, a peer-led discussion about the advancement of women in the foodservice industry. And at the end, exhibitors donated excess food to Second Harvest, a food rescue non-profit and show sponsor.

There were countless other adjustments as well, many the result of conversations with industry partners. For their help, the CR&B Show wants to thank the Culinary Federation, Foodservice Consultants' Society International, Manufacturers' Agents Association for the Foodservice Industry, Nightclub & Bar Show, Ontario Independent Meat Processors, Ontario Restaurant, Hotel and Motel Association and the aforementioned Canadian Women in Food.

The CR&B Show sponsors were also a huge help, special thanks goes out to Heritage Parts, Kraft Heinz, Rational, American Beverage Marketers, Flanagan Foodservice, Sysco, and to the many others that supported us this year. The 2019 show was a big improvement over 2018, but it was only possible with their help and the help of our valued exhibitors, show attendees, education session presenters, bar and chef stage competitors, and others that made a positive contribution.

We are beyond excited to bring you our 2020 CR&B Show and look forward to continuing the positive growth that you have helped with. We look forward to your support for 2020 and also your ideas.

## SUPPORTING SHOW PARTNERS



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## ABOUT THE CR&B SHOW PARTNERS:

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...

Every delegate will receive significant benefits 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 the industry as the CR&B Show is and together we will help foodservice owners, operators, managers and chefs be as successful as possible.



Canadian Women in Food (CWIF) was founded in 2014, as a national association to help amplify the voices of female food entrepreneurs, and to promote a more inclusive space for all women in food. The mission of CWIF is to promote women-owned businesses; to cultivate the positive energy that comes from women supporting women; and to stir up the spirit of female food entrepreneurs by creating opportunities for economic growth.

In 2020, CWIF is prioritizing opportunities for members to market & promote their businesses, creating more meaningful learning initiatives, engaging with industry to unlock opportunities for access, and building a network of women serious about food. CWIF is grateful for how the association has been nourished by the passion, inspiration, and expertise of many within the food industry and reflects their aspirations to ensure a sustainable future for female food entrepreneurs in Canada.

*For more information, please visit [www.canadianwomeninfood.ca](http://www.canadianwomeninfood.ca).*



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](http://www.culinaryfederation.ca)*



Foodservice Consultants Society International, "FCSI" are a worldwide organization of independent consultants specializing in the commercial foodservice aspect of industry and the only such consulting society that operates on a worldwide basis.

All FCSI Professional Members have specialized areas of service in which they have extensive experience such as functional programming, space planning, costs analysis, facility design, operational management, equipment specifying, contract management and many other areas of specialism.

FCSI members must abide by a strict code of ethics and professional conduct working efficiently and confidentially for our clients with a commitment to honesty and integrity. Consultant members are required to participate in the FCSI Continuing Professional Growth program that focus on cutting-edge developments in the foodservice industry. Networking with their global peers, allied manufacturers and fabricators and industry associates are an integral benefit to the clientele we serve.

We make every effort to understand the needs of the food service operator, the concerns of the owner and the requirements of the contractors and are not associated with any manufacturer or dealer nor do we sell equipment. FCSI members strive to nurture strong relationships with equipment dealers, fabricators and manufacturers to bring optimum value to the client and end users.

Keeping abreast of all market trends and equipment enables them to gear to the clients' individual needs and ideas in this fast changing industry and smaller world. Speak to an FCSI consultant about your Foodservice needs for the sizzle that you're striving for!

*For more information, please visit [www.fcsi.org](http://www.fcsi.org)*



## ABOUT THE CR&B SHOW PARTNERS:



Educate. Innovate. Elevate.

It's what MAFSI reps do. It's what we do for manufacturers. It's what we do for the industry.

275 rep agencies, 260 manufacturers and 2,400 members strong. Spanning North America, feeding 300 million people and changing an industry. MAFSI member companies represent most of the top brands of foodservice equipment and smallwares you need for your operation.

Our role is to provide sales and marketing information, train Operators on the many functions and applications of the equipment we sell and to provide post-sales support to our customers. The equipment we represent is sold through authorized restaurant equipment suppliers.

You are our customers. We are the Experts. From restaurants, to colleges, hospitals, major chains – we're there. With great people, and great products - moving an entire industry further than ever before. With industry-wide training through Foodservice 101, regional and national market research, and the largest educational conference in the industry – we don't just make it different. We make a difference.

We. Are. MAFSI.

*For more information, please visit [www.mafsi.org](http://www.mafsi.org)*



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 2020 Nightclub & Bar Show will host 600+ exhibitors and sponsors on their innovative Expo floor and at venues throughout the city of Las Vegas, dynamic keynote speakers plus hundreds of the industry's leading experts in its comprehensive conference program, and an unparalleled nightlife lineup.

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

*For more information, please visit [www.ncbshow.com](http://www.ncbshow.com)*



OIMP is a not-for-profit, board-led association representing over 300 members across Ontario including abattoirs, processing plants, butcher shops, fine food stores, suppliers and partners. OIMP acts as a single and unified voice for meat and poultry processors since 1980, and provides industry leadership on matters that directly affect our members.

Our objective is to protect, grow, and strengthen the industry to the benefit of all members and best serve Ontario consumers. OIMP provides leadership for Ontario's meat and poultry industry by fostering innovation, promoting food safety and integrity and recognizing excellence.

Our Mission is to strengthen Ontario's meat and poultry industry by working with stakeholders, responding to challenges and identifying opportunities on behalf of the membership. The Premier's Award for Agri-Food Innovation Excellence recognizes the innovative contributions of producers, processors, agri-food organizations and rural communities in Ontario. Their innovations improve existing products, create new jobs and grow Ontario's economy. OIMP has been recognized for this award in 2009 and 2014.

*For more information, please visit [www.oimp.ca](http://www.oimp.ca)*



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](http://www.orhma.com)*

## 2020 CR&B SHOW SCHEDULE:

### Friday, October 30, 2020

- Exhibitor Shipping and Move-in, Day One (8:00 am – 5:00 pm)

### Saturday, October 31, 2020

- Exhibitor Shipping and Move-in, Day Two (8:00 am – 5:00 pm)

### Sunday, November 1, 2020

- Trade Show Floor Hours (10:00 am – 4:00 pm)
- Education Sessions and Panel Discussions (10:00 am – 3:00 pm)
- Show Demonstrations, Competitions and Special Features (10:00 am – 3:00 pm)

### Monday, November 2, 2020

- Trade Show Floor Hours (10:00 am – 4:00 pm)
- Education Sessions and Panel Discussions (10:00 am – 3:00 pm)
- Show Demonstrations, Competitions and Special Features (10:00 am – 3:00 pm)
- Exhibitor Move-out (4:00 pm – 10:00 pm)

***All displays and products must please be removed from the building by 10:00 pm on Monday, November 2.***

## 2020 CR&B SHOW - SPECIAL FEATURES:

There are numerous reasons why the CR&B Show is unique, including our impressive array of special features and on-floor activities.

These features/activities will provide attending delegates with an 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 activities planned for 2020:

- Food, beverage, equipment and technology onsite purchasing via promoted "Show Specials".
- Education Sessions – The CR&B Show will identify some of the industry's most pressing topics and deliver content via industry-recognized presenters.
- Industry Partner Booths:
  - ♦ **CWIF** - Canadian Women in Food
  - ♦ **CF** - Culinary Federation
  - ♦ **FCSI** - Foodservice Consultants Society International
  - ♦ **MAFSI** - Manufacturers' Agents Association for the Foodservice Industry
  - ♦ **NC&B** - Nightclub & Bar Show
  - ♦ **OIMP** - Ontario Independent Meat Processors
  - ♦ **ORHMA** - Ontario Restaurant Hotel & Motel Association
- Culinary Stage – Demonstrations, Competitions and Beverage Pairings.
- Bartending Stage – CR&B Cocktails and Dreams Show Mixology and Flair Bartending Competition, Beverage Demonstrations, Bartending Tutorials, Training, and more.
- Butchery Stage - Recognized Butchers will not only perform amazing demonstrations, but their end products will be cooked and served to attendees as samples.
- The CR&B Show Bar Area – this area will consist of a number of new and recognizable spirits, wine, beer and cider manufacturers and distributors.
- Complimentary Knife Sharpening.
- Photography Booth.
- Recruitment / Job Fair.
- Trade Show Floor Lounges – the lounge areas will provide attendees with an opportunity to recharge their cell phones, network with industry peers and relax for a few minutes between booth visits taking in show feature areas.
- Other activities planned for 2020 include:
  - ♦ Chocolate carving
  - ♦ Buffet station centre piece demonstrations
  - ♦ Ice Carving
  - ♦ Beverage and food pairings

Additional activities will occur throughout the show, stay tuned for more details!



## THERE ARE MANY REASONS WHY YOUR COMPANY SHOULD BE A 2020 CR&B SHOW EXHIBITOR/SPONSOR. WE LOOK FORWARD TO ALIGNING YOUR ORGANIZATION WITH CANADA'S MOST UNIQUE AND INTERACTIVE SHOW FOR FOODSERVICE PROFESSIONALS:

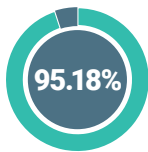
- There are a number of sponsorship opportunities that are available during the show, each with its own varying degree of entitlements. For more information, please review the Sponsorship Prospectus. Complimentary booth space is included in many sponsor packages.
- Reach thousands of foodservice industry buyers across Canada through on-going company and product promotions before, during and after the CR&B Show.
- Drive additional traffic to your booth space.
- Increase company and brand awareness through customized pre-event marketing programs.
- Meet new customers.
- Conduct research for business planning, marketing and sales strategies.
- 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 during the show - via CR&B exclusive Show Specials.
- Host clients with your company-specific complimentary registration code that includes free parking throughout.
- Take advantage of special marketing packages and discounts offered for CRFN magazine, [www.restobiz.ca](http://www.restobiz.ca) website and RestoBizBYTES e-newsletter both before and after the show!
- The show's intimate layout and scope allows for thorough interaction between attendees and exhibitors.
- Attendees will experience first-hand a number of interactive feature areas that will provide new ideas, areas of inspiration, fun and the ability 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 for business transactions to 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 that comprise our database.



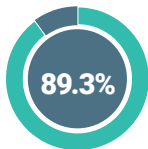


## 2019 CR&B SHOW - ATTENDEE SURVEY RESULTS AND COMMENTS:

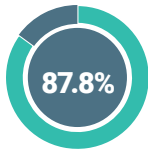
### Attendee Survey Results:



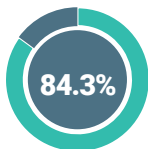
*"THE SHOW ONLINE REGISTRATION PROCESS WAS GOOD OR EXCELLENT"*



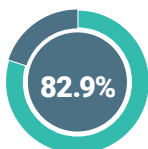
*"THE VENUE, LOCATION, FREE PARKING AND CONVENIENCE WAS GOOD OR EXCELLENT"*



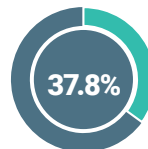
*"THE SHOW PROMO CODE WAS A GOOD OR EXCELLENT IDEA "*



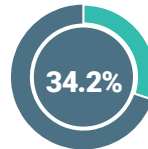
*"THE 2019 CR&B SHOW MET OR EXCEEDED THEIR EXPECTATIONS"*



*"MEETING/SPEAKING WITH PEERS AT THE SHOW WAS IMPORTANT"*



Percentage of attendees who purchased products/services onsite at the show + 21.8% who said they would be purchasing products after the show based on connections with show exhibitors. This total of 59.6% is a true indication that the CR&B Show is a **BUYING SHOW**



Percentage of show attendees who will be bringing more staff to the 2020 CR&B Show



#### Sunday/Monday vs. Monday/Tuesday?

The show has decided to move the show back to Sunday/Monday for a few important reasons:

- Friday, the first move-in day, will allow for weekday shipping vs. shipping on the weekend. This will make things easier and less expensive for those that need to ship product and/or materials to the show.
- Many restaurants cannot send more than one staff member on weekdays and said they will send more staff if one of the show days was Sunday.
- Having one weekend day and one week day for the show will provide our attendees with more options from an attendance perspective.

### Individual Attendee Comments:

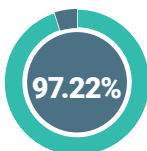


## 2019 CR&B SHOW - EXHIBITOR SURVEY RESULTS AND COMMENTS:

### Exhibitor Survey Results:



*"THE VENUE, LOCATION, FREE PARKING AND CONVENIENCE WERE GOOD OR EXCELLENT"*



Would recommend the CR&B Show to a friend or industry colleague

### Sunday/Monday vs. Monday/Tuesday?

The show has decided to move the show back to Sunday/Monday for a few important reasons:

- Friday, the first move-in day, will allow for weekday shipping vs. shipping on the weekend. This will make things easier and less expensive for those that need to ship product and/or materials to the show.
- Many restaurants cannot send more than one staff member on weekdays and said they will send more staff if one of the show days was Sunday.
- Having one weekend day and one week day for the show will provide our attendees with more options from an attendance perspective.

### Individual Exhibitor Comments:



*"Need a dishwasher station (dishwasher/dish pit) for exhibitors to wash their wares during and after the show"*

The CR&B Show has received similar feedback from a number of other exhibitors and will be setting up a central dishwashing station for all exhibitors to use. We apologize for any inconvenience this year and can assure you that this will not be an issue for 2020



# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## PLATINUM LEVEL

*Only 1 sponsor position available for this category*

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

NON-MEMBER RATE **\$25,000**

The 2020 CR&B Show Platinum Level Sponsor will receive exclusive billing as the lead show sponsor, creating an unparalleled opportunity to showcase your organization and offerings to foodservice professionals that attend the show as well as to 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 show badges worn by attendees and exhibitors

### Delegate Bag Sponsor

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

### Sponsor of the CR&B Show Education Program

- Company logo on all CR&B Show signage pertaining to the education program
- Verbal sponsor recognition throughout the show
- Opportunity for a company presentation and/or to moderate a panel as part of our CR&B Show education program on the main education stage (*topic and format TBD*)
- The education session will be written up as an article to appear in CRFN print and digital media (post-event)
- Logo and brand exposure (links where applicable) on pre-event, at-event and post-event marketing materials; website, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide, onsite signage

### Exhibit Space

- Complimentary 400 ft<sup>2</sup> 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'x 10' (normal rate \$2,300 per)
- This booth package includes complimentary carpeting, draped tables and daily booth cleaning
- This offer does not include electrical or any booth display materials

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide

### Show Guide

- 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 floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement

### Private Meeting Room

- A private meeting room will be provided to your company for the duration of the show
- 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 per requirement, 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

### Additional Sponsor Benefits

- Opportunity to be part of the ribbon-cutting ceremony and in the photograph that is circulated across all of Canada and posted on CR&B Show and CRFN media websites and social media products
- Opportunity to have your team, corporate chef and/or restaurant clients do a demonstration/presentation on the main culinary stage, the bartending stage or the CR&B Show education theatre
- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of eight (8) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 20% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, RestoBiz.ca (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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

# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## GOLD LEVEL

*Only 1 sponsor position available for this category*

SPECIAL MEMBER RATE **\$15,000** (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE **\$20,000**

The 2020 CR&B Show Gold Level Sponsor will receive excellent exposure and numerous opportunities to showcase your organization and offerings to foodservice professionals that attend the show as well as to the Canadian foodservice industry at large. This sponsorship level includes an impressive array of benefits listed below:

### Show Attendee Lanyards

- Corporate logo and sponsor level imprinted on all show lanyards worn by attendees and exhibitors

### Exhibit Space

- Complimentary 400 ft<sup>2</sup> 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'x 10' (normal rate \$2,300 per)
- This booth package includes complimentary carpeting, draped tables and daily booth cleaning
- This offer does not include electrical or any booth display materials

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide

### Show Delegate Bag

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

### CR&B Show Education Program

- Opportunity for a company presentation and/or to moderate a panel as part of our CR&B Show education program on the main education stage (*topic and format TBD*)
- The education session will be written up as an article to appear in CRFN print and digital media (post-event)
- Session, company and session speaker(s) exposure on pre-event, at-event and post-event marketing materials; website, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide, onsite signage

### Show Guide

- 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 floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement

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- Social Media Exposure: Company name and sponsor level recognition on a minimum of six (6) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 15% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, RestoBiz.ca (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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

# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## SILVER LEVEL

*Only 3 sponsor positions available for this category*

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

NON-MEMBER RATE **\$15,000**

The 2020 CR&B Show Silver Level Sponsors will receive excellent exposure and numerous opportunities to showcase your organization and offerings to foodservice professionals that attend the show as well as to the Canadian foodservice industry at large. This sponsorship level includes an impressive array of benefits listed below:

### Exhibit Space

- Complimentary 200 ft<sup>2</sup> 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' x 10' (normal rate \$2,300 per)
- This booth package includes complimentary carpeting, draped tables and daily booth cleaning
- This offer does not include electrical or any booth display materials

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide

### CR&B Show Education Program

- Opportunity for a company presentation and/or to moderate a panel as part of our CR&B Show education program on the main education stage (*topic and format TBD*)
- The education session will be written up as an article to appear in CRFN print and digital media (post-event)
- Session, company and session speaker(s) exposure on pre-event, at-event and post-event marketing materials; website, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide, onsite signage

### Show Guide

- One complimentary, 1/2 page/four colour advertisement or company profile/editorial
- Company listing enhancement on the exhibitor listing section and on floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement

### Additional Sponsor Benefits

- Opportunity to be part of the ribbon-cutting ceremony and in the photograph that is circulated across all of Canada and posted on CR&B Show and CRFN media websites and social media products
- Opportunity to have your team, corporate chef and/or restaurant clients do a demonstration/presentation on the main culinary stage, the bartending stage or the CR&B Show education theatre
- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of four (4) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 10% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, RestoBiz.ca (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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



# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## OVERALL CULINARY STAGE SPONSOR

*Only 1 sponsor position available for this category*

SPECIAL MEMBER RATE **\$18,500** (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE **\$23,500**

The 2020 CR&B Show Culinary Stage Sponsor will receive exclusive billing, creating an unparalleled opportunity to showcase your organization and offerings to foodservice professionals that attend the show as well as to the Canadian foodservice industry at large. This exclusive sponsorship level includes an impressive array of benefits listed below:

### Main Culinary Stage

- Named sponsor of Culinary Stage with company name and logo on all banners/signs pertaining to the stage
- Positioning of the sponsor's equipment on the stage which will be used by participating chefs
- All costs associated with electrical and draining will be covered by the CR&B Show
- Logo and brand exposure (links where applicable) on pre-event, at-event and post-event marketing materials; website, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide and looping Power Point

### Company Presentation Opportunities

- Opportunities on both days for the sponsor's culinary team and/or restaurant clients to perform demonstrations on the Culinary Stage (*exact times and topics TBD*)
- Opportunity for a company presentation and/or to moderate a panel as part of our CR&B Show education program on the main education stage (*topic and format TBD*)
- The education session will be written up as an article to appear in CRFN print and digital media (post-event)

### Exhibit Space

- Complimentary 400 ft<sup>2</sup> 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'x 10' (normal rate \$2,300 per)
- This booth package includes complimentary carpeting, draped tables and daily booth cleaning
- This offer does not include electrical or any booth display materials

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide

### Show Guide

- One complimentary, full page/four colour advertisement or company profile/editorial
- Company listing enhancement on the exhibitor listing section and on floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement

### Additional Sponsor Benefits

- Opportunity to be part of the ribbon-cutting ceremony and in the photograph that is circulated across all of Canada and posted on CR&B Show and CRFN media websites and social media products
- Opportunity to have your team, corporate chef and/or restaurant clients do a demonstration/presentation on the main culinary stage, the bartending stage or the CR&B Show education theatre
- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of four (4) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 10% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, RestoBiz.ca (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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



# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## CULINARY STAGE F&B SPONSOR

*Only 1 sponsor position available for this category*

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

NON-MEMBER RATE **\$17,500**

The 2020 CR&B Show Culinary Stage F&B Sponsor will receive numerous opportunities to showcase your organization and offerings to foodservice professionals that attend the show as well as to the Canadian foodservice industry at large. This sponsorship level includes an impressive array of benefits listed below:

### Main Culinary Stage

- Named the F&B sponsor of Culinary Stage with company name and logo on all banners/signs pertaining to the stage
- F&B products to be provided by the sponsor for the Culinary Federation (CF) Chef's Competition
- If additional F&B products are required for additional chef's demonstrations outside of CF competition, these products may be ordered from the sponsor by the show and paid for by the Show
- Logo and brand exposure (links where applicable) on pre-event, at-event and post-event marketing materials; website, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide and looping Power Point

### Company Presentation Opportunities

- Opportunities for the sponsor's culinary team and/or restaurant clients to perform demonstrations on the Culinary Stage (*exact times and topics TBD*)
- Opportunity for a company presentation and/or to moderate a panel as part of our CR&B Show education program on the main education stage (*topic and format TBD*)
- The education session will be written up as an article to appear in CRFN print and digital media (post-event)

### Exhibit Space

- Complimentary 400 ft<sup>2</sup> 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'x 10' (normal rate \$2,300 per)
- This booth package includes complimentary carpeting, draped tables and daily booth cleaning
- This offer does not include electrical or any booth display materials

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide

### Show Guide

- One complimentary, full page/four colour advertisement or company profile/editorial
- Company listing enhancement on the exhibitor listing section and on floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement

### Additional Sponsor Benefits

- Opportunity to be part of the ribbon-cutting ceremony and in the photograph that is circulated across all of Canada and posted on CR&B Show and CRFN media websites and social media products
- Opportunity to have your team, corporate chef and/or restaurant clients do a demonstration/presentation on the main culinary stage, the bartending stage or the CR&B Show education theatre
- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of four (4) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 10% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, RestoBiz.ca (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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



# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## OVERALL BARTENDING STAGE SPONSOR

*Only 1 sponsor position available for this category*

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

NON-MEMBER RATE **\$15,000**

The 2020 CR&B Show Bartending Stage Sponsor will receive exclusive billing, creating an unparalleled opportunity to showcase your organization and offerings to foodservice professionals that attend the show as well as to the Canadian foodservice industry at large. This exclusive sponsorship level includes an impressive array of benefits listed below:

### Bartending Stage

- Named sponsor of both the Bartending Stage and the CR&B Cocktails & Dreams Show, with company name and logo on all banners/signs pertaining to the stage and competition
- Logo and brand exposure (links where applicable) on pre-event, at-event and post-event marketing materials; website, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide and looping Power Point
- Your products will be used by the competition bartenders and for your company presentations
- \$1,500 of this sponsorship will go towards the Cocktails & Dreams Show competition prize pool (please see the additional sponsor benefits your firm will receive under the Cocktails & Dreams Show – Competition Prize Sponsor section of this sales kit)

### Company Presentation Opportunities

- Opportunity to have your team and/or a client do a demonstration or presentation on the bartending stage on each of the two days (two in total)
- Opportunity for a company presentation and/or to moderate a panel as part of our CR&B Show education program on the main education stage (*topic and format TBD*)
- The education session will be written up as an article to appear in CRFN print and digital media (post-event)

### Exhibit Space

- Complimentary 200 ft<sup>2</sup> 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'x 10' (normal rate \$2,300 per)
- This booth package includes complimentary carpeting, draped tables and daily booth cleaning
- This offer does not include electrical or any booth display materials

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide

### Show Guide

- One complimentary, 1/2 page/four colour advertisement or company profile/editorial
- Company listing enhancement on the exhibitor listing section and on floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement

### Additional Sponsor Benefits

- Opportunity to be part of the ribbon-cutting ceremony and in the photograph that is circulated across all of Canada and posted on CR&B Show and CRFN media websites and social media products
- Opportunity to have your team, corporate chef and/or restaurant clients do a demonstration/presentation on the main culinary stage, the bartending stage or the CR&B Show education theatre
- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of four (4) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 10% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, RestoBiz.ca (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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

# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## SHOW GUIDE & WIFI SPONSOR

*Only 1 sponsor position available for this category*

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

NON-MEMBER RATE **\$15,000**

The 2020 CR&B Show Guide & WiFi Sponsor will receive excellent exposure and numerous opportunities to showcase your organization and offerings to foodservice professionals that attend the show as well as to the Canadian foodservice industry at large. This sponsorship level includes an impressive array of benefits listed below:

### Customized WiFi Password

- Opportunity to use your company or product name as the official CR&B Show WiFi password
- All show attendees will use your selected password when they log into the WiFi which provides significant brand exposure throughout the entire event (password to be lowercase and no symbols)

### Show Guide

- Company logo on the front cover of the Show Guide with sponsor category listed
- One complimentary, 1/2 page/four colour advertisement or company profile/editorial
- Company listing enhancement on the exhibitor listing section and on floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement

### Exhibit Space

- Complimentary 200 ft<sup>2</sup> 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'x 10' (normal rate \$2,300 per)
- This booth package includes complimentary carpeting, draped tables and daily booth cleaning
- This offer does not include electrical or any booth display materials

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide

### CR&B Show Education Program

- Opportunity for a company presentation and/or to moderate a panel as part of our CR&B Show education program on the main education stage (*topic and format TBD*)
- The education session will be written up as an article to appear in CRFN print and digital media (post-event)
- Session, company and session speaker(s) exposure on pre-event, at-event and post-event marketing materials; website, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide, onsite signage

### Additional Sponsor Benefits

- Opportunity to be part of the ribbon-cutting ceremony and in the photograph that is circulated across all of Canada and posted on CR&B Show and CRFN media websites and social media products
- Opportunity to have your team, corporate chef and/or restaurant clients do a demonstration/presentation on the main culinary stage, the bartending stage or the CR&B Show education theatre
- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of four (4) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 10% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, RestoBiz.ca (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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



# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## WATER STATION & CELL PHONE CHARGING STATION SPONSOR

*Only 1 sponsor position available for this category*

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

NON-MEMBER RATE **\$12,500**

The 2020 CR&B Show Water Station & Cell Phone Charging Station Sponsor will receive excellent exposure and numerous opportunities to showcase your organization and offerings to foodservice professionals that attend the show as well as to the Canadian foodservice industry at large. This sponsorship level includes an impressive array of benefits listed below:

### Water & Cell Phone Stations

- Several water and cell phone stations will be positioned on the CR&B Show trade show floor
- These stations will include water, cell phone charging units and comfortable seating for show attendees
- One of these stations can/will be positioned next to your booth space if so desired
- All stations will have your company logo and booth number present on signage
- No additional fees are required to be paid for the water, charging stations or seating as the show will cover these expenses

### Exhibit Space

- Complimentary 100 ft<sup>2</sup> 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'x 10' (normal rate \$2,300 per)
- This booth package includes complimentary carpeting, draped tables and daily booth cleaning
- This offer does not include electrical or any booth display materials

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide

### CR&B Show Education Program

- Opportunity for a company presentation and/or to moderate a panel as part of our CR&B Show education program on the main education stage (*topic and format TBD*)
- The education session will be written up as an article to appear in CRFN print and digital media (post-event)
- Session, company and session speaker(s) exposure on pre-event, at-event and post-event marketing materials; website, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide, onsite signage

### Show Guide

- One complimentary, 1/2 page/four colour advertisement or company profile/editorial
- Company listing enhancement on the exhibitor listing section and on floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement

### Additional Sponsor Benefits

- Opportunity to be part of the ribbon-cutting ceremony and in the photograph that is circulated across all of Canada and posted on CR&B Show and CRFN media websites and social media products
- Opportunity to have your team, corporate chef and/or restaurant clients do a demonstration/presentation on the main culinary stage, the bartending stage or the CR&B Show education theatre
- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of four (4) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 10% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, [RestoBiz.ca](http://RestoBiz.ca) (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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



# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## EXCLUSIVE PRODUCT CATEGORY SPONSOR

*Only 1 sponsor position available for this category*

SPECIAL MEMBER RATE **\$2,500** (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE **\$3,000**

The 2020 CR&B Show Exclusive Category Sponsors will receive show exclusivity of their particular product category (i.e. Poultry, Glassware, Seafood, Pasta, Knives, POS, Oils, etc.). The sponsor's products will be showcased during competitions and demonstrations on the Culinary and Bartending Stages and also promoted to thousands of foodservice professionals attending the show and across all of Canada through the show's print and digital media products. This exclusive sponsorship level includes an impressive array of benefits listed below:

### Exclusive Category Sponsor

- Available for current exhibitors and sponsors only
- Once a specific category has been reserved, no further competitive product will be chosen
- Logo and sponsor level recognition (links where applicable) on pre-event, at-event and post-event marketing materials; website, e-blasts, social media, Canadian Restaurant & Foodservice News (CRFN) print magazine, show guide, onsite signage and looping power point
- Your product will be utilized in all competitions and demonstrations (where applicable) on the Culinary Stage and Bartending Stage during both days of the CR&B Show
- Your product will be introduced to our exhibitors for cross-promotional purposes and to enhance your exposure

### Additional Sponsor Benefits

- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)

- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of two (2) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 5% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, [RestoBiz.ca](http://RestoBiz.ca) (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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



# THE 2020 CANADIAN RESTAURANT & BAR (CR&B) SHOW SPONSORSHIP PROGRAM

## CR&B COCKTAILS & DREAMS SHOW - COMPETITION CASH PRIZE SPONSORSHIP

SPECIAL MEMBER RATE **\$2,500** (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE **\$5,000**

The 2020 CR&B Cocktails & Dreams Show Competition Cash Prize Sponsors will play a pivotal role in helping to draw flair and mixology competitors from around the world. Our 2019 competition was excellent, but we have an even larger event planned for 2020! Your organizations support will be promoted to thousands of foodservice professionals attending the show and to many other foodservice and bar professionals located across all of Canada through the show's print and digital media products. This sponsorship level includes an impressive array of benefits listed below:

### Sponsor Benefits

- Sponsor ribbon affixed to the show badges of all of your attending staff
- Sponsor sign to be placed in your CR&B Show booth space
- Opportunity to meet the competitors and bar industry attendees at the bartending stage
- Opportunity to be in the photographs of the flair and mixology winners which will be posted on the CR&B Show website and sent via other digital and social media channels
- Opportunity for your products to be used by the bartending competitors
- Opportunity to do a live demonstration of your products on the bartending stage
- Opportunity of providing your products as prizes to the competitors
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization
- Social Media Exposure: Company name and sponsor level recognition on a minimum of two (2) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)
- 5% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, [RestoBiz.ca](http://RestoBiz.ca) (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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

## SUPPORTING LEVEL

*Only 3 sponsor positions available for this category*

SPECIAL MEMBER RATE **\$1,500** (CURRENT MEMBER OF A SHOW INDUSTRY PARTNER)

NON-MEMBER RATE **\$3,000**

The 2020 CR&B Show SUPPORTING Level Sponsors will receive excellent exposure and numerous opportunities to showcase your organization and offerings to foodservice professionals that attend the show as well as to the Canadian foodservice industry at large. This sponsorship level includes an impressive array of benefits listed below:

### Special Booth Enhancements

- A prominent CR&B Show sponsor sign will be displayed in your booth space that clearly shows your sponsorship level
- Enhancement of your company name and booth location on the show website and show guide
- Unique registration code for your company to invite key customers allowing them to receive a complimentary CR&B Show delegate registration, access to all education sessions and complimentary subscriptions to CRFN magazine and the RestoBizBYTES weekly e-newsletter. All of these items are provided as complimentary from your organization

### Show Guide

- One complimentary, 1/4 page/four colour advertisement or company profile/editorial
- Company listing enhancement on the exhibitor listing section and on floor plan
- Company logo and sponsor level recognition on the show sponsor profile advertisement
- Social Media Exposure: Company name and sponsor level recognition on a minimum of two (2) posts on CR&B Show and CRFN social media channels
- Company logo and sponsor recognition inside a CR&B Show article that will highlight the upcoming show in the September 2020 issue of CRFN magazine. The final article will also be posted on [www.restobiz.ca](http://www.restobiz.ca) for additional exposure
- Company logo and sponsor recognition inside a CR&B Show wrap-up article that will appear in the December 2020 issue of CRFN magazine and posted on [www.restobiz.ca](http://www.restobiz.ca)

### Additional Sponsor Benefits

- Opportunity to have your team, corporate chef and/or restaurant clients do a demonstration/presentation on the main culinary stage, the bartending stage or the CR&B Show education theatre
- Sponsor ribbon affixed to the show badges of all of your attending staff
- Logo and sponsor level recognition on signage in the registration area and trade show floor
- Company logo and sponsor level recognition with link to your website promoting your organization as a CR&B Show sponsor on all pre-event attendee emails (show e-newsletter and show e-blasts)
- 5% discount off of advertising placements with Canadian Restaurant & Foodservice News (CRFN) - print magazine, [RestoBiz.ca](http://RestoBiz.ca) (industry website) and RestoBizBYTES (weekly industry e-newsletter) – 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

# CR&B

# NOVEMBER 1 - 2/2020

INTERNATIONAL CENTRE, HALL 5  
Mississauga, Ontario

Canadian Restaurant & Bar Show

