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EXHIBITION PLACE | TORONTO, ON

Conference: September 25, 2026

Trade Show: September 26 – 27, 2026

Sponsorship & Marketing Opportunities

DISCLAIMER: This document reflects our sponsorship, marketing, and advertising opportunities for CHFA NOW Toronto 2026. Offerings, pricing, and availability are subject to change at any time.

[Click here](#) for the most updated brochure.

Navigating This Brochure

- [Why Exhibit at CHFA NOW Toronto](#)
- [CHFA's Digital Reach](#)
- [Marketing Opportunities At-A-Glance](#)
- [Top Selling Opportunities](#): These items nearly sell out at each show. Order before they're gone!
- [B2B Opportunities](#): Opportunities to reach exhibiting brands.
- [Digital Advertising Opportunities](#): Web, show guide and email ad options to get your brand noticed.
- [On-Site Opportunities](#): Various sampling, product discovery and advertising opportunities to keep your brand top of mind at the show.
- [Activations & Events](#): Beyond the booth activations and conference education opportunities.

Show Off Your Latest Innovations

Why Exhibit at CHFA NOW Toronto

- **Connect** with top national and east coast retailers, buyers and category managers
- **Get new products noticed** by putting them in the spotlight
- **Build brand awareness** and recognition in front of a highly targeted audience
- **Strengthen your relationships** with existing buyers, brokers & distributors
- **Build your presence** in the community by connecting with industry peers and press
- Stay ahead of trends, innovation, and strategy with your **all-access conference pass**

Highlight Your Brand, Get Discovered

Sponsorship Opportunities	Marketing Add-On Opportunities
Take your brand to the next level by participating in one of our sponsorship opportunities and unlock exclusive marketing opportunities. Contact sales@chfa.ca for a copy of our sponsorship packages.	Explore our variety of marketing and advertising opportunities, from digital ads and sponsored content to product placements and event activations to get your brand noticed.

Questions? Contact sales@chfa.ca.

CHFA's Digital Reach

35,00+

**FOLLOWERS
ON SOCIAL**

as of February 2026



74.1K

**AVG. MONTHLY
WEBPAGE VIEWS**



18.8K

**AVG. MONTHLY
WEB VISITORS**

6.5K

**AVG. DIGITAL SHOW
GUIDE VIEWS**



266

AVG. LINK CLICKS

20.5K+
REGISTERED &
PAST ATTENDEES

3.4K+
REGISTERED
ATTENDEES

4.1K+

ATTENDEES

EXHIBITORS



EMAIL LIST SIZE



50%

AVG. OPEN RATE

3.5%

AVG. CLICK RATE

*Stats are based on CHFA NOW Toronto 2025
(Campaign periods: June–September 2025)*

Marketing Opportunities At-a-Glance

Use this section to navigate to the various marketing opportunities we have to offer.

1 • Natural • Natural • Natural

Organic • Organic • Organic

Wellness • Wellness • Wellness

chfa.
NOW Natural
Organic
Wellness

★ Marketing Opportunities: Top Sellers



Top Sellers	Price	Qty.	Learn More
[PREBE] Branded Email to Exhibitor List (Pre/Post Show)	\$2,000	6	P. 12
[PREBS] Banner Ad in Pre-show Promo Email Blast (Show Month)	\$1,200	4	P. 16
[PREBW] Branded Email to Attendee List (Show Week) 🔥	\$2,000	3	P. 16
[ADEMA] Branded Email to Attendee List (Show Days) 🔥	\$2,200	4	P. 16
[PREHA] Digital Show Guide: ½ Page Ad	\$600	14	P. 17
[PREAD] Digital Show Guide: Full-Page Ad	\$1,200	20	P. 17
[ADPUL] Event: Pull Up Banner Placement	\$1,000	5	P. 21
[ADCEL] Happy Hour/Celebration Station (Alcoholic)	Starting at \$1,750	4	P. 22
[ADCEN] Happy Hour/Celebration Station (Non-Alcoholic)	\$700	4	P. 22
[ADSHO] Product Showcase: Featured Product Shelf	\$395 until Aug. 10, 2026 \$420 afterwards	200	P. 23
[ADINS] Product Sample in Show Bag	\$1,200	7	P. 24
[ADBAG] Retailer Gift Bag: Sample Insert	\$600	15	P. 24
[ACTSA] Entrance Sampling Station - Saturday 🔥	\$2,300	6	P. 25
[ACTSU] Entrance Sampling Station - Sunday	\$1,800	6	P. 25
[ACTSB] Entrance Sampling Station Bundle- Sat & Sun	\$3,500	2	P. 25
[CONBR] Conference Speaking Opp: Brand School/Business School	\$1,500	16	P. 34

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Marketing Opportunities At-a-Glance

 Top Seller
 Moves Quickly

Digital Advertising	Price	Qty.	Learn More
[PRERO] Rotating Banner Advertisement on the Website	\$500	10	P.15
[PREB1] Banner Ad in Pre-show Promo Email Blast (July)/ [PREB2] Banner Ad in Pre-show Promo Email Blast (August)	\$800	6	P.16
[PREBS] Banner Ad in Pre-show Promo Email Blast (Show Month) 	\$1,200	4	P.16
[PREBW] Branded Email to Attendee List (Show Week)  	\$2,000	3	P.16
[ADEMA] Branded Email to Attendee List (Show Days)  	\$2,200	4	P.16
[PREQA] Digital Show Guide: ¼ Page Ad	\$300	12	P.17
[PREHA] Digital Show Guide: ½ Page Ad 	\$600	14	P.17
[PREAD] Digital Show Guide: Full-Page Ad 	\$1,200	20	P.17

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Marketing Opportunities At-a-Glance

 **Top Seller**
 **Moves Quickly**

On-Site Opportunities	Price	Qty.	Learn More
[ADLAN] Lanyard Sponsorship	\$6,000	1	P. 20
[ADLOG] Logo on Show Bags 	\$2,000	4	P. 20
[ADCAR] Carpet Decals/Stickers	\$2,900	3	P. 20
[ADPUL] Pull Up Banner Placement 	\$1,000	5	P. 21
[ADWAS] Washroom Advertising	\$1,600	2	P. 21
[ADWAS2] Washroom Advertising - Additional Product Placement	\$400	2	P. 21
[ADCEL] Happy Hour/Celebration Station (Alcoholic) 	Starting at \$1,750	4	P. 22
[ADCEN] Happy Hour/Celebration Station (Non-Alcoholic)	\$700	4	P. 22
[ADSHO] Product Showcase: Featured Product Shelf 	\$395 until Aug 10, 2026 \$420 afterwards	200	P. 23
[ADSHA] Product Showcase: Additional Digital Listing	\$115	Unlimited	P. 23
[ADINS] Product Sample in Show Bag 	\$1,200	7	P. 24
[ADBAG] Retailer Gift Bag: Sample Insert 	\$600	15	P. 24

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Marketing Opportunities At-a-Glance

★ Top Seller
🔥 Moves Quickly

On-Site Opportunities	Price	Qty.	Learn More
[ADMES] CHFA Member Lounge – Snack Sponsor *Exclusive*	\$1,300	1	P. 24
[ADMEA] CHFA Member Lounge – Snack Sponsor Additional Product(s)	\$400	2	P. 24
[ACTSA] Entrance Sampling Station - Saturday ★ 🔥	\$2,300	6	P. 25
[ACTSU] Entrance Sampling Station - Sunday ★	\$1,800	6	P. 25
[ACTSB] Entrance Sampling Station Bundle - Sat & Sun ★	\$3,500	2	P. 25
[ACTBL] Roaming Sampling Blitz *Exclusive*	\$2,500	2	P. 26
[ACTBV1] Outdoor Beverage Sampling Station – Sat	\$2000	2	P. 26
[ACTBV2] Outdoor Beverage Sampling Station – Sun	\$2000	2	P. 26
[ADDRO/2] Hotel: Product Placement in Rooms (Friday/Saturday) 🔥 *Exclusive for Each Day*	\$4,600	2	P. 27
[ADGAW] Galleria Window Decal (Double-Sided Window Clings)	\$1,800	4	P.28
[ADGAF] Indoor Galleria Flags	\$4,000	3	P.28
[ADMEE] Meeting Room Rental	\$800	10	P. 29

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Marketing Opportunities At-a-Glance



Activations & Events	Price	Qty.	Learn More
[ACTAC] Custom Experiential Activation	\$2,000	2	P. 32
[CONBA] Conference: Networking Break Sampling Sponsor - Afternoon	\$800	2	P. 33
[CONBR] Conference Speaking Opp: Brand School/Business School - 45 Min Session ★	\$1,500	16	P. 34
[CONLP] Conference: Launch Pad Sponsor	\$2,000	6	P. 35
[CONPC] Conference: Launch Pad Prize Sponsor	\$3,000	4	P. 35
[CONDE] Conference: Rise & Unite Breakfast Sponsor	\$1,500	3	P. 35
[ACTB1] Retailer Breakfast Main Sponsor *Exclusive* 🔥	\$5,000	1	P. 37
[ACTB2] Retailer Breakfast Co-Sponsor	\$1,500	1	P. 37
[ACTSS] Sustainability Partner *Exclusive*	\$6,000	1	P. 38
[ACTIA] New! The Greenhouse Sponsor *Exclusive*	\$2,000	1	P. 39

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

B2B Opportunities At-a-Glance

★ Top Seller
🔥 Moves Quickly

B2B Opportunities: Reach Exhibitor Brands

Price

Qty.

Learn More

[CONSP] Conference Title Sponsor

\$10,000

1

[PREBE] Branded Email to Exhibitor List (Pre/Post Show) ★

\$2,000

6

[ADBOO] Exhibitor Booth Drop

\$1,150

5

[ADWST] Water Refill Stations Advertising *Exclusive*

\$1,600

1

[ACTSS] Sustainability Partner *Exclusive*

\$6,000

1

[ACTIA] The Greenhouse Sponsor *Exclusive*

\$2,000

1

[ADNET] Network & Chill Lounge Sponsor

\$3,000

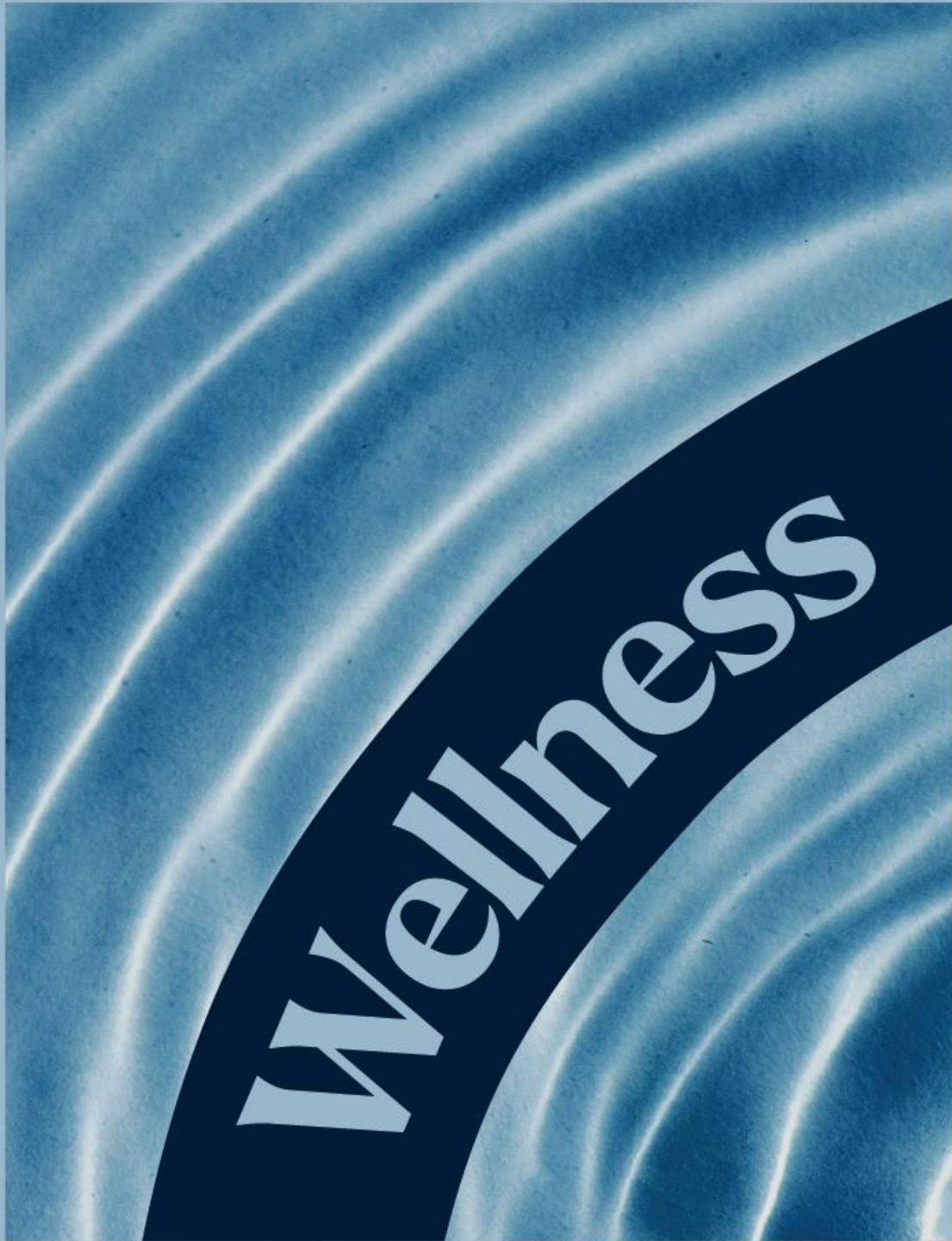
3

[Click here to
view full B2B
Opportunities](#)

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Digital Advertising

Choose from a variety of digital advertising, including web and email advertising options to get your brand noticed and create excitement for attendees from online to IRL!



Wellness



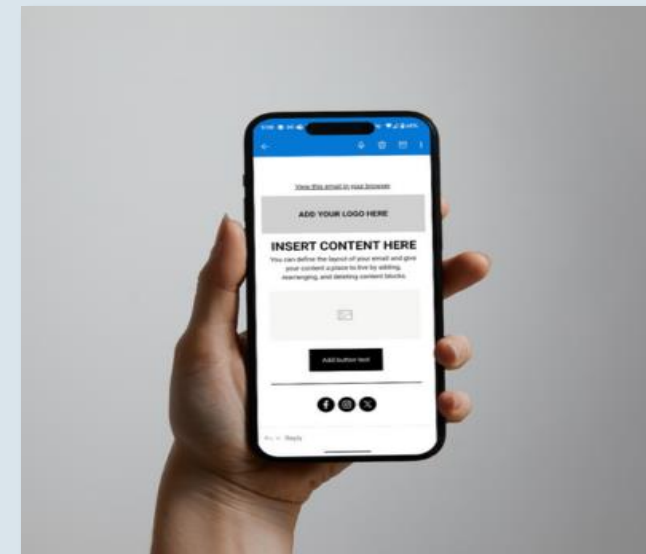
[PRE RO] Rotating Banner
Advertisement on the Website



[PRE B1] Banner Ad in Pre-show Promo Email Blast
(July)

[PRE B2] Banner Ad in Pre-show Promo Email Blast
(Aug)

[PRE BS] Banner Ad in Pre-show Promo Email Blast
(Show Month)



[PRE BW] Branded Email to Attendee List
(Show Week)

[ADEMA] Branded Email to Attendee List
(Show Days)

Website

★ Top Seller
🔥 Moves Quickly

PRERO

**Rotating Banner Advertisement
on the Website**
\$500
Qty: 10
Marketing Credits Allowed?: Yes

The CHFA NOW website is the hub for all event details and conference sessions. Capture the attention of visitors as they scroll the site with rotating banner advertisements.

Reach*: 296k+ views, 69k+ active users, and an average time of 2 minutes spent on a page.
Specs: One static image. Content is subject to CHFA approval.

**Based on CHFA NOW Toronto 2025 website traffic.*



Note: All ads should be bilingual (English/French) or it will not be displayed on French web pages.

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Email Marketing

★ Top Seller
🔥 Moves Quickly

PREB1	Banner Ad in Pre-Show Promo Email Blast (July/Aug)	Market to a highly qualified audience of industry professionals. Our pre-show emails announce exciting details like our special events and product showcases. Get your brand in front of this qualified and engaged audience's inboxes.
PREB2	\$800 Qty: 6 Marketing Credits Allowed?: Yes	Want to keep your brand top of mind right before the show? Opt. for an ad in our show month emails to maximize your exposure.
PREBS	Banner Ad in Pre-Show Promo Email Blast (Show Month)★ \$1,200 Qty: 4 Marketing Credits Allowed?: Yes	Reach*: Approx. 20,500+ Stats*: All pre-show emails: Avg. Open Rate: 51%, Avg. Click Rate: 8% Show month emails: Avg. Open Rate: 55.6%, Avg Click rate: 9% Specs: One static banner ad.
PREBW	Branded Email to Attendee List (Show Week)★🔥 \$2,000 Qty: 3 Marketing Credits Allowed?: Yes	Want to get the attention of attendees right before the show? You design the email, and we'll send it to registered attendees the week of the show. Reach*: Approx. 3,400 Stats*: Avg. Open Rate: 53% , Avg. Click Rate: 3% Specs: Available dates are September 21, 22, 23. Only 1 email sent per day, reserved on a first-come, first-served basis. Email content is subject to CHFA approval.
ADEMA	Branded Email to Attendee List (Show Days)★🔥 \$2,200 Qty: 4 Marketing Credits Allowed?: Yes	You design the email to promote your brand, product, or services, and we'll email it to all registered attendees during the event to keep your brand top of mind. Reach*: Approx. 3,400 Stats*: Avg. Open Rate: 53% , Avg. Click Rate: 3% Specs: Available dates are September 25-27. One to two emails sent per day reserved on a first-come, first-served basis. Email content is subject to CHFA approval.

**Based on CHFA NOW Toronto 2025 email stats*

Note: All emails and banner ads should be bilingual (English/French), or your ad/email will not be sent to audiences in Quebec.
Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Digital Show Guide

★ Top Seller
🔥 Moves Quickly

PREQA	Digital Show Guide: 1/4 Page Ad \$300 Qty: 12 Marketing Credits Allowed?: Yes	Our digital show guide is the one-stop shop for attendees to plan their show. Get in front of our audience right before the show to drive traffic to your booth and/or website. Reach & Stats*: 6,500+ views Specs: Available in 1/4 page, 1/2 page & full-page options. Accessible on desktop and mobile in digital format. Creative can include video, images and links to drive traffic to your website. <i>*Based on CHFA NOW Toronto 2025 Show Guide Stats.</i>
PREHA	Digital Show Guide: 1/2 Page Ad ★ \$600 Qty: 14 Marketing Credits Allowed?: Yes	
PREAD	Digital Show Guide: Full Page Ad ★ \$1,200 Qty: 20 Marketing Credits Allowed?: Yes	



[View CHFA NOW
Toronto 2025
Digital Show Guide](#)

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

On-Site Opportunities

Choose from a variety of brand awareness initiatives, product sampling and advertising opportunities that will keep you top of mind with attendees at the show.



Organic



[ADMES]
CHFA Member Lounge – Snack Sponsor *Exclusive*



[ADPUL] Event:
Pull Up Banner Placement



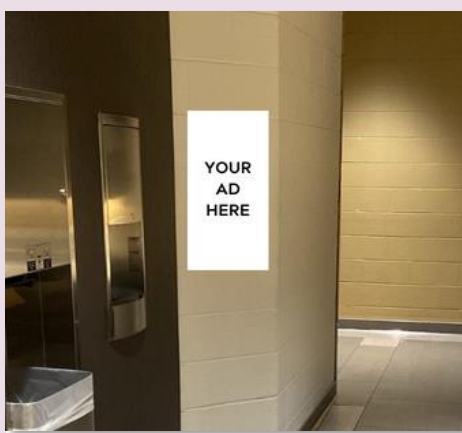
[ADBAG] Retailer Gift Bag Sample Insert



[ADLOG]
Logo on Show Bags



[ADINS]
Product Sample in Show Bag



[ADWAS] Event:
Washroom Advertising



[ADCAR] Event: Carpet Decals/Stickers

On-Site Brand Awareness

ADLAN	Lanyard Sponsorship EXCLUSIVE \$6,000 Marketing Credits Allowed?: No	Catch the attention of every attendee with this highly visible brand opportunity. Get your logo on 3,000 lanyards distributed to attendees at the shows. Please note, the CHFA logo also appears on the lanyards. You're in good company here! A full-page digital show guide ad [PREAD] is included. Reach: 3,000 attendees
ADLOG	Logo on Show Bags 🔥 \$2,000 Qty: 4 Marketing Credits Allowed?: Yes	Elevate your brand by partnering with the industry's leading association and honour your dedication as a sponsor with this invaluable branding opportunity. Feature your logo among other sponsors along with the CHFA logo on the show bag. Reach: 3,000 attendees
ADCAR	Event: Carpet Decals/Stickers \$2,900 Qty: 3 Marketing Credits Allowed?: Yes	Capture the attention of retailers and lead them directly to your booth with custom carpet decals on the show floor. Great for new product introductions and surprise booth giveaways. Specs: Up to (8) eight stickers (2'x2') produced and designed by the exhibitor through the official show decorator. Artwork is subject to CHFA approval.



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

On-Site Brand Awareness

★ Top Seller
🔥 Moves Quickly

ADPUL	Event: Pull Up Banner Placement ★ \$1,000 Qty: 5 Marketing Credits Allowed?: Yes	Advertise beyond your booth. Put your free-standing, pull-up banner in a high-traffic area during show hours and increase your brand recognition and exposure throughout CHFA NOW. <i>Opportunities for custom banners are available, such as an inflatable display. Additional costs apply. Contact sales@chfa.ca for more info.</i> Specs: Maximum size of 3'w x 6'h. Delivery and pick-up of signage is the responsibility of the sponsor. Sign placement must comply with facility guidelines and is assigned on-site by CHFA.
ADWAS	Event: Washroom Advertising \$1,600 Qty: 2 Marketing Credits Allowed?: Yes	We've all got to go... and this is your chance to be there. It's the perfect opportunity for personal care brands to place ads and products in high-traffic washrooms to capture the attention of attendees and exhibitors. Specs: Includes production and placement of (1) one graphic that is 18" wide x 24" high in (4) four high-traffic washrooms near and/or inside the exhibit hall. Ad is produced and designed by the exhibitor through the official show decorator. One product placement is allowed. Product is subject to CHFA approval.
ADWAS2	Washroom Advertising – Additional Product Placement \$400 Qty: 2 Marketing Credits Allowed?: Yes	ADWAS2: Have multiple products you want to feature in the washrooms? Purchase this add-on for an additional product placement. The cost is for one additional placement with multiple SKUs allowed.



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Celebration Stations

★ Top Seller
🔥 Moves Quickly

ADCEL	Happy Hour/Celebration Station ★ (Alcoholic) Starting at \$1,750 Qty: 4 Marketing Credits Allowed?: Yes	One of the most anticipated activations on the CHFA NOW show floor are the Celebration Stations. Hosting Happy Hour at your booth almost guarantees more foot traffic and opportunities for you to connect with retailers and other show attendees. Happy hour is held on Saturday from 3:30 – 4:30 PM. Specs: Sponsors receive logo placement in pre-show promotions, show guide & on-site signage. You select the alcoholic beverage and quantity, and we'll arrange for a bartender to deliver it to your booth and serve your guests.
ADCEN	Happy Hour/Celebration Station ★ (Non-Alcoholic) \$700 Qty: 4 Marketing Credits Allowed?: Yes	Host a Celebration Station without the alcohol! Offered only to non-alcoholic beverage brands, this is your opportunity to stand out to those who are sober curious and attract more foot traffic to your booth during this popular activation. You provide the beverages and cups, and we'll promote your booth during Happy Hour! A bartender can be provided at an additional cost. Happy hour is held on Saturday from 3:30 PM – 4:30 PM. Specs: Logo placement is included with traditional celebration station promotions.



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Product Discovery

★ Top Seller
🔥 Moves Quickly

ADSHO	Product Showcase: Featured Product Shelf ★ \$395 until Aug. 10 \$420 afterwards Qty: 200 Marketing Credits Allowed?: Yes	This is the place to be if you want to get your brand noticed. Our product showcase lets you demonstrate the visual impact your product(s) have in store, and it's where retailers go first before they enter the show floor. Inclusions: Flexible buying options are available. Purchase one (1) shelf or an entire showcase with four (4) shelves for maximum brand-building potential. For every shelf purchased, you receive one complimentary digital listing on the CHFA NOW website. Have multiple products you want to spotlight on our website? You may purchase additional digital product showcases at \$115 each (<i>Item Code: ADSHA</i>). Digital Stats*: 1,800+ page views, avg. of 2 mins spent on page. Specs: Physical shelf specs here. Digital listing: 50-word product description, image and website links. <i>Note: Price will increase from \$395 to \$420 after August 10. Limited on-site purchases will be available at \$420 but will not include a digital listing.</i>
ADSHA	Digital Product Showcase: Additional Listing \$115 Qty: Unlimited Marketing Credits Allowed?: Yes	



Insert Product Image

Company name

Insert your product/company information here.

[VISIT WEBSITE](#)

*Based on Toronto 2025 stats

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Passive Sampling

★ Top Seller
🔥 Moves Quickly

ADINS	Product Sample in Show Bag ★ \$1,200 Qty: 7 Marketing Credits Allowed?: Yes	Secure your spot inside one of the most requested items at the show, the CHFA show bag. Your product samples will be first in this desired piece of real estate before attendees start walking the floor. Reach: 3,000 Specs: Minimum of 2 participating brands required. A total of 3,000 samples required.
ADBAG	Retailer Gift Bag: Sample Insert ★ \$600 Qty: 15 Marketing Credits Allowed?: Yes	Through our Retailer VIP Program, we're offering retailers a fully loaded gift bag! Get your samples into the hands of 100 retailers during the trade show. Reach: 100 qualified retailers Specs: One product SKU per purchase (multiple flavours are an additional item). 100 units per product are required. Product submissions are subject to CHFA approval. Sponsors receive logo placement on marketing materials: CHFA NOW website, digital show guide, and on-site signage.
ADMES	CHFA Member Lounge Snack Sponsor \$1,300 EXCLUSIVE Qty: 1 (up to 4 product SKUs)	When CHFA Members and Associates need a break from the show floor, they head to the Member Lounge to regroup, network, and enjoy exclusive snacks and beverages from our sponsors. Want to be the star of this experience? This is your opportunity! Reach: Average of 800 visitors, based on CHFA NOW 2025 stats.
ADMEA	Additional Product SKU(s) \$400 Qty: 2 Marketing Credits Allowed?: Yes	Specs: Limited to food and beverage products only. Up to four product SKUs for the base price. Up to two additional product SKUs can be added for \$400 each (<i>Item Code: ADMEA</i>). Multiple flavours are considered an additional item. Participating brands will get logo placement in the official show guide, on-site signage, and website.

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Entrance Sampling

★ Top Seller
🔥 Moves Quickly

ACTSA	Entrance Sampling Station - Saturday ★🔥 \$2,300 Qty: 6 Marketing Credits Allowed?: Yes	Welcome to the show! Would you like a sample? Stationed near the show floor entrances and registration level, sampling tables capture the attention of attendees before they enter the show floor on Saturday & Sunday. Bundle & Save! Interested in sampling both days? Book a sampling table for both Saturday & Sunday for \$3,500 (save \$600!) The same brand must sample on both days. Please email sales@chfa.ca to book. (Item code: ACTSB) Specs: Each table includes one (1) six-foot draped table and the opportunity to display one (1) pull-up banner (max. size 3' wide x 6' high). A max of two samplers per at any given time (includes two additional show badges for samplers). Tables are assigned on a first-come, first-served basis. All food and beverage samples must adhere to facility health and safety guidelines as outlined in the exhibitor manual.
ACTSU	Entrance Sampling Station - Sunday ★ \$1,800 Qty: 6 Marketing Credits Allowed?: Yes	
ACTSB	Entrance Sampling Station Bundle - Saturday & Sunday ★ \$3,500 Qty: 2 Marketing Credits Allowed?: Yes	



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Indoor/Outdoor Sampling

★ Top Seller
🔥 Moves Quickly

ACTBL	Roaming Sampling Blitz (Indoor/Outdoor) *Exclusive* \$2,500 Qty: 2	On your mark. Get set. Sample! Taking place at high-traffic areas inside the exhibit hall and outside the venue at peak times, this 2-hour sampling blitz is designed to keep your brand top of mind as retailers enter and exit the show. This is your time to get creative and amuse and delight attendees with costumed samplers, mascots, or performers. Specs: Opportunity includes one 2-hour sampling blitz per day assigned on a first-come, first-served basis and is non-exclusive. Food and beverage samples must adhere to the sampling policy outlined in the exhibitor manual. Concept must be approved by CHFA.
ACTBV1	Outdoor Beverage Sampling Station - Saturday \$2,000 Qty: 2	Capture attendees with a refreshing or energizing drink by sampling next to our highly attended food trucks. Located conveniently outside the exhibit halls, you will attract retailers as they're lining up for their free lunch or other attendees looking for a delicious meal. Specs: Opportunity to sample for 3-hours from 11:00 AM – 2:00 PM each day stationed near the food trucks outdoors. Beverage must be ready-to-drink and adhere to facility health and safety guidelines outlined in the exhibitor manual.
ACTBV2	Outdoor Beverage Sampling Station - Sunday \$2,000 Qty: 2	A tent is provided (10x10' space). Sponsor can display one (1) pull-up banner (max. size 3' wide x 6' high). Sponsor is responsible for production and cost of additional signage. A max of two samplers per station at any given time (includes two additional show badges for samplers).



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Hotel Sampling

★ Top Seller
🔥 Moves Quickly

Hotel: Product Placement in Rooms 🔥
(Friday / Saturday)

Exclusive for Each Day

ADDRO

EXCLUSIVE

ADDR2

\$4,600

Qty: 2

Marketing Credits Allowed?: Yes

Surprise show attendees and exhibitors when they check into their rooms and create the buzz on social and the show floor! Curate your own hotel care packages and we'll drop them off either Friday or Saturday.

Reach: Approx. 650 rooms

Specs: Product details must be submitted to CHFA for approval to participate.

For this opportunity, the sponsor may provide branded content, such as a personalized bag and/or branded card.

One exclusive sponsor per day is reserved on a first-come, first-served basis.



Chocxo's 2022 Room Drop was a huge success! They sponsored it at every show since.



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

In-Show Advertising

★ Top Seller
🔥 Moves Quickly

ADGAW	Galleria Window Decal (Double-Sided Cling) \$1,800 Qty: 4	Take advantage of the glass windows of the galleria in the Enercare Centre by placing your brand on a double-sided window cling (size: 50” x 98”). This is a high-traffic area that will command the attention of attendees inside and outside the Enercare Centre!
ADGAF	Indoor Galleria Flags \$4,000 Qty: 3	A unique opportunity to show off your brand through a set of four double-sided flags (size: 30” x 84”) in the light-filled galleria. Whether you choose to feature an elongated CTA, logo or image of your product, you’ll be noticed in this high-traffic area.



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Meeting Room Rental

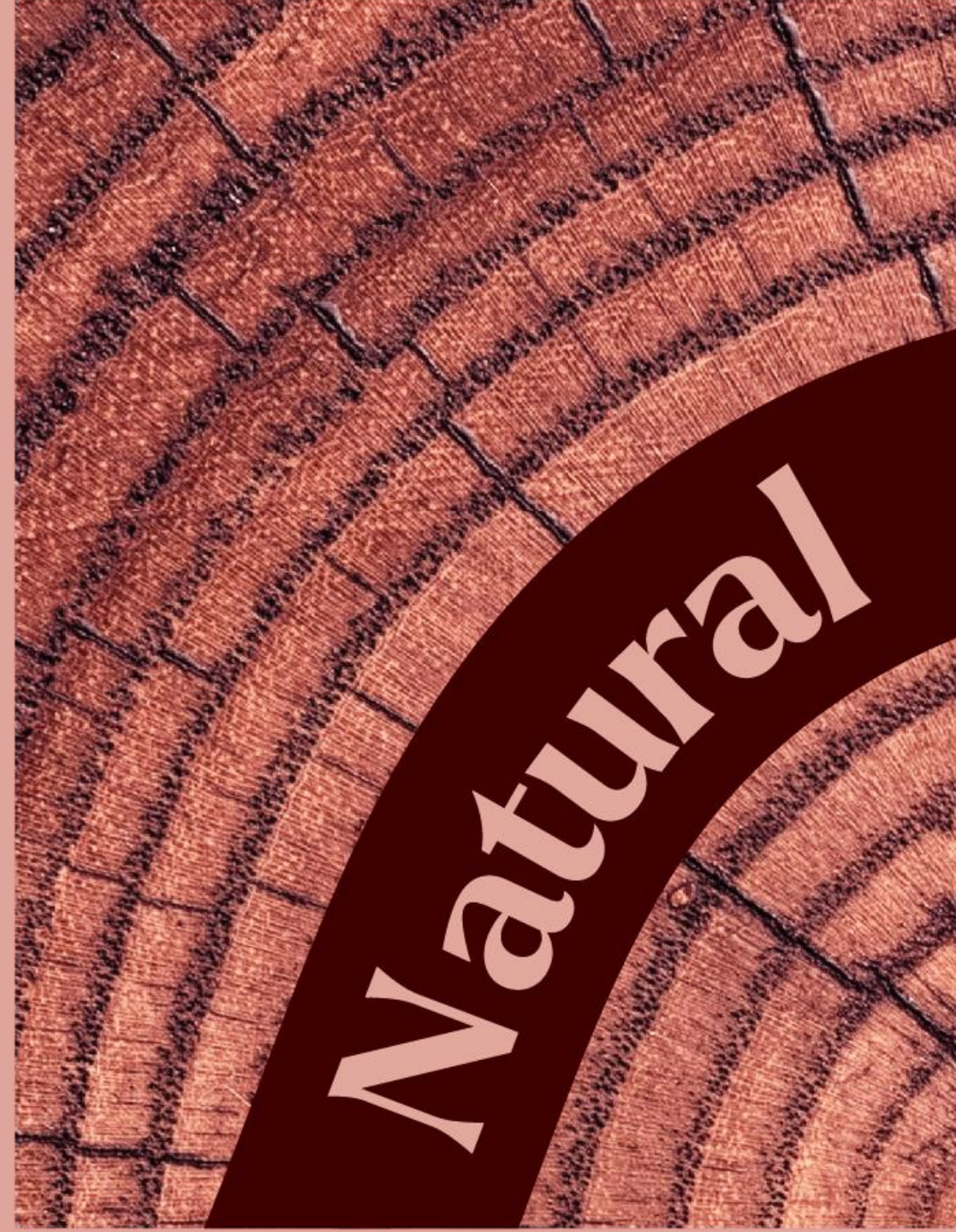
★ Top Seller
🔥 Moves Quickly

ADMEE	Meeting Room Rental \$800 Qty: 10 Marketing Credits Allowed?: No	Need a place to have meetings or give your staff a place to rest? Rent a meeting room to have your own dedicated space. Specs: Rooms located at the Enercare Centre near the trade show floor. Chairs and tables are included in the room. Use of AV equipment is an additional cost (your own equipment or rented).	 A photograph of a large, empty meeting room. The room features a long, dark-colored rectangular table surrounded by black chairs. The floor is covered with a patterned carpet in shades of brown and grey, with some bright green and orange square accents. In the background, there is a large whiteboard on the wall, a set of double doors with an 'EXIT' sign above them, and a small table with a whiteboard on it.
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Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Activations & Events

Choose from a variety of beyond-the-booth activations, and conference education opportunities to keep you top of mind with attendees and position your brand as an industry leader.





[CONBA] Conference: Networking Break Sponsor – Afternoon

[CONLP] Launch Pad Sponsor
[CONPC] Launch Pad Prize Sponsor

Show Activations & Events

★ Top Seller
🔥 Moves Quickly

ACTAC	Custom Experiential Activation	Got an eye-catching display? Pre-show yoga sesh? Mid-day bike ride? The ideas are endless, and this opportunity lets you get creative and treat attendees to a special event of your choosing during the conference or trade show. We'll promote your event through the CHFA NOW website, digital properties, and our digital show guide to get people there to have fun and see what your brand is all about.
	\$2,000 (per day)	
	Qty: 2	
	Marketing Credits Allowed?: No	Specs: The cost is for the activation for one day, if the activation is for multiple days, an additional \$2,000 is charged per day. Brands are responsible for the cost of the activation. Activation is held on Friday, Saturday or Sunday during a non-exclusive timeslot chosen by you*. The event cannot exceed 50 people on the Friday. The event concept is subject to CHFA approval. *Exception includes the lunch speaker session from 11:30 AM-1:00 PM on Friday.

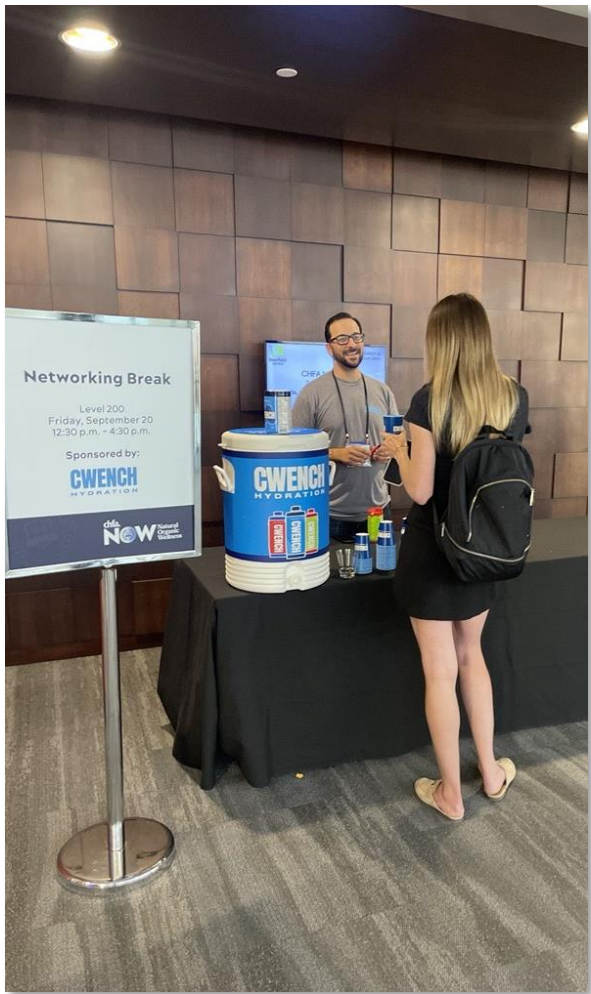


Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Networking Break Sampling Sponsor

★ Top Seller
🔥 Moves Quickly

CONBA		Be a part of our extended 4.5-hour afternoon networking break where attendees can mingle and meet with industry friends between conference sessions. Your table will be located near the conference session rooms at high traffic areas where CHFA will provide a gourmet espresso bar and snack stations to bring the attendees there.
	Conference: Networking Break Sampling Sponsor - Afternoon	Give conference attendees the jolt they need to get them through the afternoon, whether it's an energizing snack, beverage, beauty product or healthy living essential.
	\$800	Specs/Entitlements: Networking Break is from 12:00 PM – 4:30 PM.
	Qty: 2	Sponsoring this opportunity includes logo recognition on show marketing material, website, digital show guide, printed conference program and on-site signage.
	Marketing Credits Allowed?: Yes	A sample table is provided with a spot for two samplers and two additional badges are provided. Sampling Rules: Only 1 oz beverage and 1 oz (28 g) food samples allowed. Sponsor must adhere to the food sampling policy outlined in the exhibitor manual.



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Conference Education

★ Top Seller
🔥 Moves Quickly

CONBR

Conference

Speaking Opportunity:

Brand School / Business School ★

\$ 1,500

Qty: 16

Marketing Credits Allowed?: Yes

Want to showcase your thought leadership in the industry with category insights that position you as the can't miss brand? Have a great product or service you want to spotlight through education? A brand story the world needs to know about?

Our Brand School/Business School gives you the stage to share your story and educate on topics and insights that make you a thought leader in the industry. These are your sessions to have fun with, showcase your brand personality, and deliver valuable insights and education to drive sales and boost your brand visibility.

Specs: Each session is 45 minutes and will be included in the conference schedule online and the digital and printed programs.

Room Capacity: 100

Leave an impression by sending attendees home with a food/beverage sample or a branded gift during your session. *

*Restrictions apply: Only 1 oz beverage and 1 oz (28 g) food samples allowed. Sponsor must adhere to the food sampling policy outlined in the exhibitor manual.



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Conference Sponsorship



CONLP	Launch Pad Sponsor \$2,000 Qty: 6 Marketing Credits Allowed: Premium	CHFA Launch Pad gives exhibiting brands a platform to showcase the next big thing in natural, organic and wellness. In this "Dragons' Den-style" competition, up and coming brands go head-to-head vying for industry and media exposure, and a chance to win a killer prize package. By sponsoring one of the top attended sessions at the show, you'll be at the forefront of the buzz this event creates! Session attendance: Approx. 300 Click here for entitlements.
CONPC	Launch Pad Prize Sponsor \$3,000 Qty: 4 Marketing Credits Allowed: Premium	Do you provide a B2B service that can help start-up brands launch to the next level like marketing, branding, consulting, audience insights or research? Offer your services to the winner as a part of the prize package and be recognized for playing a part in an innovative start-up's journey to success. Prize value offered by the sponsor must be a minimum of \$10,000 Session attendance: Approx. 300 Click here for entitlements.
CONDE	Rise & Unite Breakfast Sponsor \$1,500 Qty: 3 Marketing Credits Allowed: Yes	After launching a successful Rise & Unite Breakfast series in 2024, we're bringing the breakfast back! Show your company's allyship and commitment to advancing diversity, equity & inclusion within the NOW industry by sponsoring this session. We'll be hosting a panel of experts to inspire, inform and engage our industry on DE&I efforts. Your sponsorship will be instrumental in enhancing the impact of this event. Session attendance: Approx. 100 Click here for entitlements.

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Conference Sponsorship Entitlements

	Cost		
	Qty Available		
	Marketing Credits Allowed?		
Logo placement on signage on-site & digital screens			
Your logo featured on marketing material from the time of purchase (social media, conference schedules, CHFA NOW website, digital show guide)			
Verbal recognition at the session			
Opportunity to add product into a goodie bag. Min. of 150 products required. <i>(Product is subject to CHFA approval)</i>			
Opportunity to distribute collateral on-site			
30 sec video on your brand's DE&I efforts played during breaks at the breakfast			
Logo placement on signage at each Launch Pad finalist's booth on the trade show floor			
Logo visibility on post-show report			
Logo visibility on Launch Pad application confirmation emails*			
Logo visibility on digital show guide sponsor page			
[PREHA] Half-page ad in digital show guide*			
Recognition in CHFA Launch Pad Press Release			

*Available if sponsorship is confirmed before content deadline.

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Retailer Breakfast Sponsorship

	Cost	QTY Available	Marketing Credits Allowed?	[ACTB1] Main Sponsor	[ACTB1] Co-Sponsor	[ACTB2] Additional Co-Sponsor
				\$5,000 (split amongst sponsors}	\$1,500	
				1	2	1
				Premium	Premium	Premium
Recognition as the sponsor of the Retailer Breakfasts hosted on Saturday & Sunday				✓		
Opportunity for up to two (2) co-sponsor placements*				✓		
Opportunity for a senior representative of the sponsor's company to introduce the speaker (Scripted by CHFA)**				✓		
Opportunity to place one (1) marketing collateral/a promotional item/a swag bag (subject to CHFA's approval) at each seat/table.†				✓		
Customized retailer invite that you can share with your customers**				✓		
[PREAD] A full-page digital show guide ad**				✓		
[PREB2] Ad space within one of our email blasts to registered attendees**				✓		
Verbal recognition of sponsorship in the session by a CHFA representative or speaker				✓	✓	✓
Logo visibility on signage and digital screens as determined by CHFA				✓	✓	✓
Logo featured on select pre-show marketing material from the time of purchase (select social media, conference schedules, CHFA NOW website, digital show guide)				✓	✓	✓
Logo in post-show report				✓	✓	✓
Option for on-site product placement and sampling during Retailer Breakfast. Max of 1 product per co-sponsor. Additional fees apply***					✓	✓

*Additional Co-Sponsor can only be purchased by exclusive retailer breakfast sponsor. No more than one (1) additional co-brand opportunity can be purchased.

**Co-Sponsor may be included or given the main sponsor's advertising opportunities (customized retailer invite, full page ad, e-blast ad, speaking opportunity) at sponsor's discretion.

† 150 units max and sponsor is responsible for the creation and delivery.

*** Restrictions apply. Products should serve 150 people and must be in single-serve packaging, or placed in bowl/jars if bulk items are provided. No preparation/cooking permitted.

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

Sustainability Partner

Is your company passionate about sustainability and you're looking to show off your environmental and social impact? Become our official Sustainability Partner to highlight your values through an activation or education opportunity. You'll be supporting our lanyard and recycling program through TerraCycle, Uber ride-share program and other initiatives to reduce waste at the show.

Cost	\$6,000
Qty Available	1 (Exclusive)
Marketing Credits Allowed?	No

Connect directly with attendees through an opportunity to spotlight your company's sustainability efforts. Choose one*: A custom activation, Brand/Business School education session, or a dedicated attendee eblast feature before or after the show.

**Subject to CHFA approval. Custom activation can take place either on Friday or Saturday and Sunday (two-day commitment required for trade show days), and can be chosen by the sponsor during a time slot that may be non-exclusive and may have capacity limitations. Additional fees may apply.*

Logo visibility at registration desk near badge holder and lanyard pickup and TerraCycle drop-off

Logo on sponsor banner on-site

Logo featured on select marketing materials at the time of purchase: Select social media posts and email campaigns

Logo visibility on post-show report

Logo visibility on chfanow.ca website

Logo visibility on digital show guide sponsor page

[PREB1/2] Email banner ad in pre-show email blast to attendees

[PREAD] Full-page ad in digital show guide



Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.

The Greenhouse Sponsor

Show your support for new start-up brands in the NOW industry by sponsoring our new program: The Greenhouse. You'll have the opportunity to host The Greenhouse PITCH Breakfast and be recognized as a key supporter of The Greenhouse throughout our marketing materials and the show floor near The Greenhouse section.

Total The Greenhouse PITCH Breakfast Attendance: Approx. 100	Cost	\$2,000
	Qty Available	1 (Non-exclusive)
	Marketing Credits Allowed?	Yes - Associates/B2B Only

- Hyperlinked logo on The Greenhouse webpage on chfanow.ca
- Logo visibility on The Greenhouse Application page at the time of purchase
- Logo on signage on the show floor near The Greenhouse section
- Logo visibility on The Greenhouse PITCH Breakfast session slides
- Logo visibility on The Greenhouse PITCH Breakfast handout
- Opportunity to be the MC for the The Greenhouse PITCH Breakfast
- Social media mentions on select posts when promoting The Greenhouse
- Logo recognition in the digital show guide on The Greenhouse page

Prices and availability are subject to change. [Log in to your ExpoGenie Account](#) to order.





We're Here to Help!

For questions or comments on membership, booth purchases, sponsorship, or marketing opportunities please contact: sales@chfa.ca

For questions or comments on event logistics, booth setup and display guidelines, the conference, or all other inquiries please contact: events@chfa.ca