



# **N<sup>H</sup>** **Boundaries**

NEW HORIZONS

**BUILDING VISIONARY LEADERS**

**CEO & EXECUTIVE LEADERSHIP CONFERENCE**

**OCTOBER 17 & 18, 2024**

**WHITE OAKS CONFERENCE RESORT & SPA | NIAGARA ON THE LAKE, ON**

FOOD, HEALTH &  
CONSUMER PRODUCTS  
OF CANADA



**YOU'RE INVITED  
TO ATTEND THE  
CPG INDUSTRY'S  
MOST EXCLUSIVE  
TWO-DAY EVENT**

**ENHANCE YOUR COMPANY'S  
VISIBILITY TO THE LARGEST  
MANUFACTURING SECTOR  
IN CANADA**

**250+ C-SUITE EXECUTIVES  
WILL SEE YOUR BRAND**

**FHCP's 2024 CEO &  
Executive Leadership  
Conference will  
attract 250+ CEOs and  
their senior leaders.**

This dynamic two day,  
invitation-only premier  
event for the Canadian  
food manufacturing and  
CPG industry provides  
you the ideal platform to  
position your company as  
an industry leader.

**CHOOSE FROM A VARIETY  
OF SPONSOR LEVELS TO  
SUIT YOUR BRAND AND  
YOUR BUDGET**

## **DIAMOND**

• **EVENT SPONSOR** **SOLD**

## **PLATINUM**

• **BANQUET DINNER SPONSOR**

## **GOLD**

- **DINNER WINE SPONSOR**
- **NETWORKING RECEPTION SPONSOR**
- **NIGHTCAP SPONSOR** **SOLD**
- **SESSION SPONSOR**

## **SILVER**

- **CONFERENCE PROGRAM SPONSOR** **SOLD**
- **POST-CONFERENCE MAGAZINE SPONSOR**

## **BRONZE**

- **BREAKFAST SPONSOR** **SOLD**
- **NETWORKING BREAK SPONSOR** **SOLD**
- **LUNCH TO GO SPONSOR**

# SPONSORSHIP OPPORTUNITIES



**CEO's and executive leaders come together to gain valuable insights, reflect on the industry and network with peers.**

## SPEAKERS

### PAMELA BARNUM

Trust and Nonverbal Communication Expert

### JOHNNY 'CUPCAKES' EARLE

Award Winning Entrepreneur & Brand Hysteria Expert

### MANLEY FEINBERG

Award Winning International Keynote Speaker, Business Leader, and Author

### DAVID FRUM

Social & Political Commentator, Staff Writer at The Atlantic

### DR. ROBYN HANLEY-DAFOE

Expert on Resiliency and Workplace Wellness

### JACOB SHAPIRO

Partner and Director of Geopolitical Analysis, Cognitive Investments

### BENJAMIN TAL

Deputy Chief Economist, CIBC World Markets

## DIAMOND LEVEL

**EVENT SPONSOR | \$16,500 SOLD**

The premier level sponsorship provides your company with an exclusive and comprehensive opportunity to promote your business and receive valuable face-to-face time with delegates.

## PLATINUM LEVEL

**BANQUET DINNER SPONSOR | \$10,500**

Prominently showcase your brand as the exclusive sponsor of the event dinner, providing an exceptional culinary experience that leaves a lasting impression on event attendees.

## GOLD LEVEL

**DINNER WINE | \$8,500**

Elevate the dining experience and gain visibility by becoming the exclusive sponsor of the event's wine selection, adding sophistication and enhancing the enjoyment of attendees.

**NETWORKING RECEPTION SPONSOR | \$8,500**

The pre-dinner networking reception places your brand in the hub of this relationship building event at the end of a busy day.

**NIGHTCAP SPONSOR | \$8,500 SOLD**

The popular post-dinner nightcap is a conference favourite and a terrific way to have your company and brand recognized in an informal relaxed setting.

**SESSION SPONSOR | \$8,500**

Align your company with one of the dynamic keynote speakers and receive maximum exposure at their presentation. (SEVEN SESSIONS AVAILABLE)



# SPONSORSHIP OPPORTUNITIES

**Premier event for the CPG industry provides you the ideal platform to position your company as an industry leader.**

## SPONSORSHIP

### CHOOSE A PACKAGE OR “BUILD YOUR OWN” SPONSORSHIP

We're happy to work with you to create a package tailored to your key priorities and marketing budget.

**All sponsorships are accepted on a first-come, first-serve basis.**

### SECURE YOUR SPONSORSHIP NOW

by completing and submitting the attached **[sponsor order form](#)**.

### EXCLUSIVE ADVERTISING OPPORTUNITIES

- Conference Program
  - Post-Conference Magazine
- [Click here for more detail](#)**

### FOR MORE INFORMATION CONTACT

Josephine Pham  
Director, Events  
647.390.8353  
**[josephine.pham@fhcp.ca](mailto:josephine.pham@fhcp.ca)**

## SILVER LEVEL

**CONFERENCE PROGRAM SPONSOR | \$5,500** **SOLD**

Substantial recognition for your company in the hands of every attendee! The printed conference program details the conference agenda, highlights, speaker bios and note pages. Demonstrate your company's thought leadership by including a personalized message.

**POST-CONFERENCE MAGAZINE SPONSOR | \$5,500**

Provide attendees with a reminder of your company's brand and thought leadership in the post-event magazine, distributed to all attendees approximately 4 weeks after the conference. The magazine provides highlights of the conference in photos and speaker summaries and is used for marketing year round. Leave a lasting impression of your company's brand by including a personalized message.

## BRONZE LEVEL

**BREAKFAST SPONSOR | \$3,500** **SOLD**

Start day 2 of the conference with recognition for your company over a delicious hot breakfast.

**NETWORKING BREAK SPONSOR | \$3,500** **SOLD**

High visibility for the always welcome networking breaks.

**LUNCH TO GO SPONSOR | \$3,500**

End day 2 of the conference with recognition for your company with a personalized message in the lunch to go for all conference attendees.



## HERE'S WHAT YOU GET

	DIAMOND \$16,000	PLATINUM \$10,500	GOLD \$8,500	SILVER \$5,500	BRONZE \$3,500
Complimentary Registration	2	1	1		
Conference Welcome E-blast	●				
Conference Closing E-blast	●				
Prominent Table Card display on all tables during all plenary sessions	●				
Company logo'd lanyards (provided by sponsor)	●				
Reserved seating at Banquet Dinner	●	●			
Introduce Company / Speaker (Event and Session Sponsor)	●		●		
Reserved VIP Seating at plenary sessions	●	●	●		
Company Branded Dinner Menu		●			
Recognition as sponsor of Host Bar (Reception and Nightcap Sponsors only)			●		
Company Branded Napkins (Reception and Nightcap Sponsors only)			●		
Program / Magazine Cover Recognition				●	
2 @ 5x7 pages in Conference program (Program Sponsor) 1 @ 8x11 page in Post-Magazine (Magazine Sponsor)				●	

**Brand recognition in: (electronic versions include click-through to your company website)**

Exclusive On-site Signage—specific sponsored category	●	●	●	●	●
Event Web Page	●	●	●	●	●
Marketing E-blasts	●	●	●	●	●
Digest Member eNewsletter	●	●	●	●	●
Conference Program	●	●	●	●	●
Post Conference Magazine	●	●	●	●	●
Verbal Recognition at event	●	●	●	●	●
Social Media Mentions	●	●	●	●	●
Sponsor Badges at event	●	●	●	●	●