

CPMA 

CENTER PLATE

PARTNER RECOGNITION PROGRAM

2016

CPMA | CENTER PLATE

PARTNER RECOGNITION PROGRAM

The Canadian Produce Marketing Association (CPMA) Center Plate Partner Recognition Program focuses on those CPMA members who go above and beyond to support Canada's only national fruit and vegetable association. CPMA is engaged in initiatives and programs to promote increased consumption of fresh fruits and vegetables thereby contributing to the improved health of the population and enhancing the strength of the industry. To support these initiatives, CPMA offers a range of sponsorship opportunities which allow members to increase their profile and boost their business.

To qualify for Center Plate, members must be a sponsor of a CPMA program or event. Center Plate levels are based on sponsorship of CPMA events/activities and the overall financial participation* in:

- CPMA Programs & Events
- Convention Registration
- Trade Show Participation
(Exhibit Booths and additional exhibitor promotional opportunities)
- Membership

*NOTE: Partners' financial participation is calculated based on CPMA's fiscal year ending October 31. Partners' contributions are recorded in the fiscal year the sponsored programs/events occur, not when payment is received by CPMA. (For example, sponsorship of the 2016 Calgary Convention & Trade Show will appear in the report for the fiscal year November 1, 2014 to October 31, 2015.)

	\$20,000	\$35,000	\$50,000	\$75,000
Logo & link on CPMA website (Center Plate Web Page)	•	•		
Logo, link & corporate profile (to a maximum of 500 characters) on CPMA website (Center Plate Web Page)			•	
Logo, link, corporate profile (to a maximum of 1000 characters) and photo on CPMA website (Center Plate Web Page)				•
Logo placement on CPMA website (rotating)				•
Prestigious Center Plate Partner Recognition Award presented to companies who have achieved the designated sponsorship level	•	•	•	•
Center Plate Floor Decal(s) on the Trade Show Floor (exhibiting companies only)	1	2	3	4
Thank You Banner at Convention and CPMA's Booth at PMA's Fresh Summit	•	•	•	•
Invitation(s) to the CPMA Directors & New Members Reception at Convention	2	3	4	6
Recognition at CPMA Director and New Members Reception at Convention	•	•	•	•
Recognition in printed Produce+ Membership Directory	•	•	•	•
A Center Plate Partner Recognition Ribbon at Convention	•	•	•	•



In addition to the program specific benefits members receive by participating in CPMA programs, Center Plate recognition and additional benefits are given to those organizations whose overall financial participation falls within four levels. The level of recognition is based on a total of sponsorship of CPMA events and other financial support for programs, membership etc.

ANNUAL CPMA CONVENTION +TRADE SHOW

APRIL 2016



EXCLUSIVE OPPORTUNITIES

CHAIRMAN'S CLUB

- Annual Banquet \$35,000
- After Party \$25,500
- Awards Brunch \$25,500
- Chair's Welcome Reception \$25,500
- Hotel Shuttles \$25,000
- Elevator Wraps at the Westin \$25,000

PLATINUM

- Relaxation Lounge \$20,000
- Lanyards \$20,000
- WIFI at the BMO Centre \$20,000
- Audio Visual 3 X \$20,000
- Hotel Room Key Cards \$18,000
- Club Suite CPMA \$17,500
- Keynote Presentation \$17,500

GOLD

- Delegate Breakfast \$15,000
- Delegate Lunch \$15,000
- Delegate Lunch Keynote Presentation \$15,000
- CPMA Directors and New Member's Reception \$15,000
- Delegate Bag \$15,000
- Water Stations \$15,000
- Charging Stations \$15,000
- Annual Banquet Reception \$12,000
- Oxygen Bar (8 Stations) \$15,000
- Information Desk 2 X \$10,000
- Trade Show Floor Plan \$10,000
- Interactive Trade Show Floor Plan \$10,000
- Trade Show Reefers In Kind
- Trade Show Vouchers 2 X \$10,000
- In-Room Hotel Evening Gift 2 X \$10,000
- Transportation (Chair's Welcome Reception) \$10,000
- Westin Pillar Wraps \$10,000
- Video Wall \$10,000

Canada's largest annual produce industry event, this perennial favorite attracts over 3,200 producers, suppliers, distributors, retailers and industry professionals. It's a premier audience and event at which to assert your organization's profile and support of CPMA and its goals. There are six levels of sponsorship, with multiple exclusive, limited, and recognition opportunities. There are also advertising opportunities available in the official Convention & Trade Show publications.

SPONSORSHIP LEVELS

CHAIRMAN'S CLUB	PLATINUM	GOLD	SILVER	BRONZE	FRIENDS
\$25,000 +	\$17,500 - \$24,999	\$10,000 - \$17,499	\$2,500 - \$9,999	\$1,000 - \$2,499	\$250 - \$999

SILVER

Freggie Kid's Program (Exclusive) \$7,500

Passion for Produce Dinner & Vests (Exclusive) \$7,500

Passion for Produce Opening Reception (Exclusive) \$5,000

Passion for Produce Speed Mentoring (Exclusive) \$5,000

Passion for Produce Transportation (Exclusive) \$5,000

Companion Gift (Exclusive) \$5,000

CPMA Director's Welcome Gift Basket (Exclusive) \$5,000

Photographer (Exclusive) \$5,000

Tradeshow Opening Ceremony \$5,000

Freggie Fun Run \$5,000

Directional Floor Devals \$5,000 each

Housekeeping/Do Not Disturb Door Hangers (Exclusive) \$5,000

Small Screen Displays (BMO Centre) (Exclusive) \$3,500

Master of Ceremony (Exclusive) \$3,000

Retail Tour 5 X \$3,000

Retail Produce Manager Education Session \$3,000 each

Foodservice Professional Education Session \$3,000 each

Business Sessions \$2,500 each

Learning Lounge \$2,500 each

BRONZE

Companion Program \$1,500 each

ADVERTISING OPPORTUNITIES

GOLD	SILVER	BRONZE
Full Page 4-color Ad Program \$10,000 + Tax	1/2 Page 4-Colour Ad Final Exhibitor List \$5,000 + Tax	Business card Ad Program \$2,000 + Tax

CPMA PASSION FOR PRODUCE

The Passion for Produce program was created to provide rising stars within the produce industry the opportunity to expand their knowledge of the supply chain through mentorship and various events. The 2016 event will be held in Calgary in association with the CPMA Convention and Trade Show and hosts 15 participants from across the North American supply chain. The candidates will attend the CPMA Trade Show Event and spend time with volunteer mentors who are leaders within the industry.



GOVERNMENT ADVOCACY EFFORTS

CPMA supports member regulatory and policy needs via ongoing efforts throughout the year along with specific events which encourage member participation. In 2016 CPMA will once again host the Fall Harvest Event, in conjunction with the Canadian Horticultural Council. This event brings industry and federal elected officials together to discuss issues of importance to the industry. Additional events in 2016 will focus on key efforts around the establishment of a National Fruit & Vegetable Health Policy with a focus on both federal and provincial governments. Throughout the year CPMA staff and industry leaders will meet with both elected officials and civil servants to ensure industry needs are reflected in new and existing regulations.



SPONSORSHIP OPPORTUNITIES

PASSION FOR PRODUCE DINNER & VESTS	\$7,500
PASSION FOR PRODUCE SPEED MENTORING	\$5,000
PASSION FOR PRODUCE OPENING RECEPTION	\$5,000
PASSION FOR PRODUCE TRANSPORTATION	\$5,000

CONTINUING EDUCATION

CPMA supports members by offering continuing education opportunities to expand the knowledge and skills of members and their employees. CPMA develops, organizes, and hosts webinars to deliver content on industry trends, topics and key issues. Through Produce Talks, CPMA connects with members, associations, and global experts to deliver a monthly podcast exploring topics that impact, or will impact, the produce supply chain. Working closely with industry committees and representatives, CPMA facilitates the development of competency-based programming that is directly relevant to produce operations. Through receiving feedback from our industry membership and sponsors, CPMA is committed to the ongoing professional development of the industry, and will continue to develop new avenues to offer to member organizations.

ONLINE EDUCATION

PODCASTS	\$5,000
WEBINARS	\$5,000

ONLINE TRAINING AND COURSES
INCLUDING PRODUCE 101 AND
PRODUCE CERTIFICATION
PROGRAM

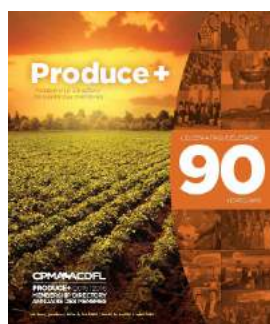


CPMA SEMI-ANNUAL BOARD OF DIRECTORS' MEETING 2016

The CPMA Semi-Annual Board of Directors' meeting will be held in Quebec City from September 14-17, 2016. These meetings and activities are a time for the CPMA leadership to gather and address key issues facing the growth and stability of the produce industry in Canada. Sponsorship of this event provides excellent visibility and positions your company as a key supporter of the CPMA.

	\$500	\$1,500	\$2,500	\$5,000
Co-sponsorship of the Board meetings and Companion Program	•	•	•	
Exclusive sponsorship of one of the following functions: Wednesday night dinner, Thursday night dinner, Friday night dinner, Saturday golf, Saturday alternate activity, Hospitality Suite				•

CPMA PRODUCE+



Produce + is CPMA's annual membership directory. Printed copies are distributed to all members, with a digital version also available online. Produce + provides members with key contact information so that they can network and grow their business in Canada by connecting with other members. Advertising spaces are limited.

ADVERTISING RATES

BACK COVER	\$3,900 + tax
INSIDE FRONT/BACK COVER	\$2,900 + tax
TAB	\$2,000 + tax
FULL PAGE	\$1,400 + tax
HALF PAGE	\$1,000 + tax
BUSINESS CARD	\$150 + tax



Freggie™

The Freggie™ Program is designed to help children understand the benefits of making healthy food choices that include fresh fruits and vegetables. By doing so, our children will begin to learn about taking responsibility for their overall health.

	\$2,000	\$5,000	\$7,500
FreggieTALES™ Adventures Newsletter	•		
Freggie Mascot Costume		•	
Freggie Program at Convention			•





CONSUMER OUTREACH

Produced in partnership with the Heart & Stroke Foundation's Health Check Program and the Canadian Cancer Society, CPMA's *Half Your Plate* program promotes better health by encouraging consumption of the products that drive CPMA members' businesses. *Half Your Plate* combines broadcast, online and print advertising with social media outreach and a suite of resources and tools for educators, health professionals and consumers.

Support the CPMA's *Half Your Plate* program and be a leader in the movement to better health.



HALF YOUR PLATE INSTRUCTIONAL VIDEO SERIES WITH CHEF MICHAEL SMITH

In 2016, we will be developing and launching a series of instructional cooking videos with Chef Smith to educate Canadians on essential food skills and basic recipes. These videos will feature specific commodities and be disseminated through social media and a mainstream media launch day in mind 2016.

LIMIT OF 12 VIDEOS

\$15,000 each





CENTER PLATE

PARTNER RECOGNITION PROGRAM

Contact CPMA for more information and to explore sponsorship and advertising opportunities with the voice of the produce industry in Canada.

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