



PRESS RELEASE

2020 CPMA Convention and Trade Show Cancelled

March 20, 2020 (Ottawa, ON) – In light of the rapid escalation of safety precautions to decrease the transmission of COVID-19, and recommendations of municipal, provincial and federal governments regarding large gatherings, the CPMA Board of Directors and 2020 CPMA Convention and Trade Show Organizing Committee have made the difficult decision to cancel the 2020 CPMA Convention and Trade Show.

CPMA appreciates that many preparations for the show are already underway, however the health and safety of CPMA members, Convention and Trade Show registrants and the general public is CPMA's paramount concern.

"The produce industry looks forward to gathering at Canada's largest event for the produce sector – the CPMA Convention and Trade Show," said Oleen Smethurst, Chair of the CPMA Board of Directors. "The CPMA Board of Directors has made the right decision to cancel this event. The health of our global community is our top priority and we fully support government efforts to eliminate the transmission of COVID-19."

"The 2020 CPMA Convention and Trade Show was shaping up to be an incredible production with top entertainment, and many new exhibitors and attendees," added Mario Masellis, Chair of the 2020 CPMA Convention and Trade Show Organizing Committee. "I would like to thank the entire organizing committee for their efforts in planning this event and we look forward to the 2021 CPMA Convention and Trade Show in Vancouver, B.C."

During this unprecedented global situation, CPMA strongly encourages all businesses and individuals throughout the produce supply chain to consult our [COVID-19 Updates page](#), to strictly adhere to government guidance and recommendations and to prioritize self-care above all else. CPMA continues to work on the industry's behalf with government and partners across the supply chain in an effort to minimize business disruptions.

Exhibitors, sponsors and attendees who have already paid will have the following options:

- Carry forward booth purchases and sponsorships to the 2021 CPMA Convention and Trade Show in Vancouver, B.C., with **100% of payments to date being transferred to the 2021 CPMA Convention and Trade Show**. CPMA thanks the many companies that have indicated they will be pushing their support to the 2021 event in Vancouver.

- CPMA will be offering 100% refunds on ticket sales, including Full Delegate passes, Trade Show only passes, Retail Tour, Chair’s Welcome Reception, Companion Program, After Party, and CPMA Annual Banquet.
- CPMA is offering refunds of 80% to any exhibitors or sponsors wishing to cancel their participation in the 2020 CPMA Convention and Trade Show (fees, expenses and penalties have been incurred for advanced preparations that prevent CPMA from refunding the full amount).

CPMA will be contacting exhibitors and registrants over the next few weeks to address their decisions in this matter.

“CPMA is committed to offering our members, and Convention and Trade Show exhibitors and registrants, a positive and memorable Convention and Trade Show experience and this will continue as we execute the transition from our 2020 event to our 2021 event in Vancouver,” said Ron Lemaire, CPMA President. “At this time, we are also actively engaged at all hours with government officials across various sectors with implications on the produce industry to ensure the continued flow of produce throughout the supply chain.”

The CPMA Annual General Meeting (AGM), which is traditionally conducted as part of the Convention and Trade Show agenda, will be changed to a virtual meeting. Details on this event will be sent to members as soon as they are confirmed.

CPMA wishes all members, Convention and Trade Show registrants and the general public excellent health in the coming days and weeks.

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About the Canadian Produce Marketing Association (CPMA):

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.