



**RESERVE YOUR SPACE & PLAN YOUR ACTIVATION**

## **2024 Exhibitor Brochure**

**APRIL 8 | 10am-5pm**

**APRIL 9 | 10am-5pm**

**APRIL 10 | 10am-4pm**

**Enercare Centre, Toronto**





# MEET BUYERS ACROSS CANADA & AROUND THE WORLD

**RC Show's 79th edition** will empower the industry with three action-packed days of thought-leadership, top trends, innovative products, inspiration and networking. Meet an array of individuals as 84% of Canada's Top 100 foodservice companies attend.

Exhibit within our dynamic show floor to bolster your brand!

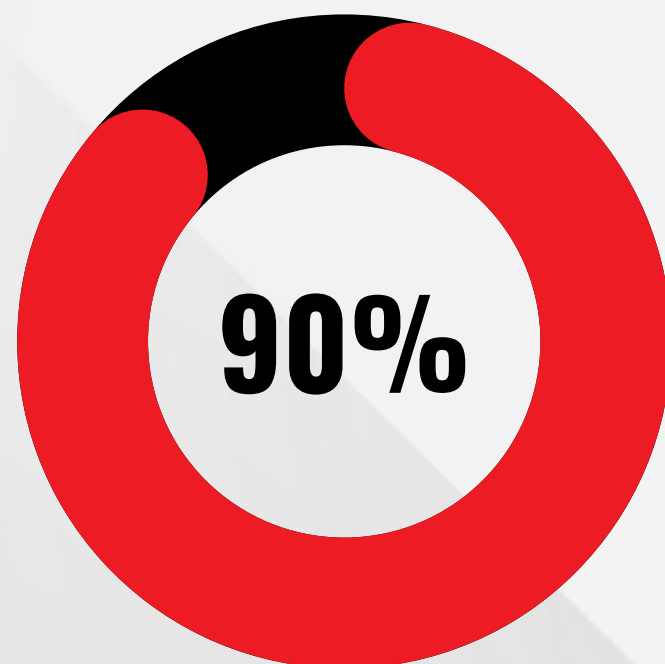




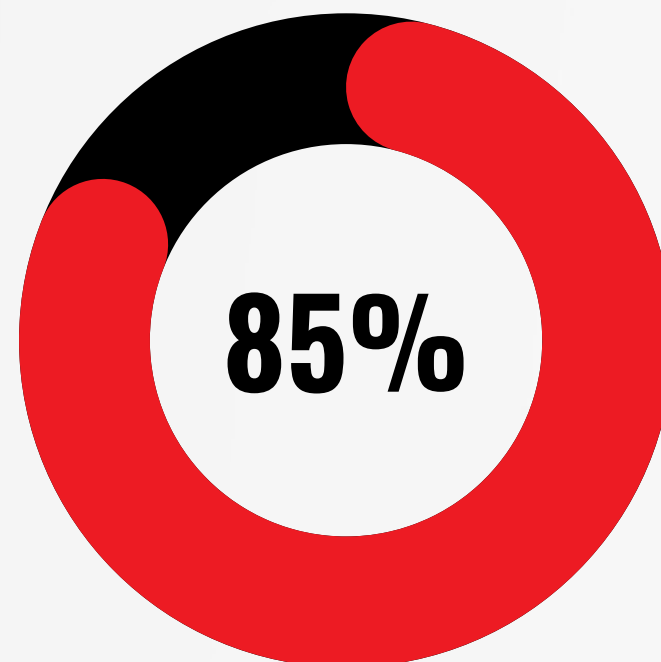
# Targeted Reach —

**Maximize your visibility at Canada's leading hospitality and foodservice event.**

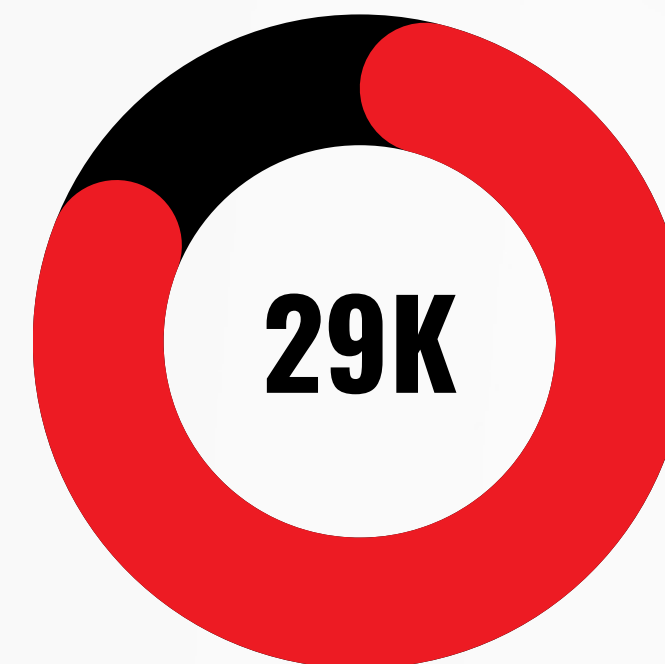
Increase your engagement within 9 category-specific pavilions, 8 stages with world-class content, 7 inspiring competitions, 4 engaging feature areas, 3 industry networking events and more!



**of exhibitors said  
there was quality  
attendance**



**returning exhibitor  
rate for the past  
5 years**



**hot leads were  
generated  
at RC Show 2023**

# Access Canada's \$100 Billion Industry

**47%**

Restaurants/  
Bars and Cafes

**19%**

Hotels and  
Event Catering

**10%**

Institutions

**5%**

Retail

**17%**

Non Brick and  
Mortar

**2%**

Culinary  
Schools

**5000+**

Products and  
Services

**1000+**

Exhibiting  
Booths

**22K+**

Attendees  
Under One Roof

**137M**

Impressions with  
212 Media in  
Attendance

**92%**

of Attendees Make  
or Influence  
Purchasing Decision

**95%**

of Attendees Rated  
the Show Good to  
Excellent

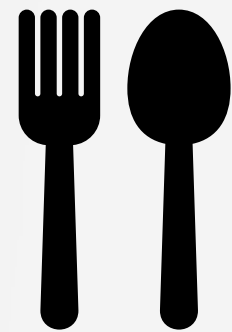
**92% make or influence purchasing decisions**



# Buyers from ALL Categories Attend —



**Retail  
& Convenience**



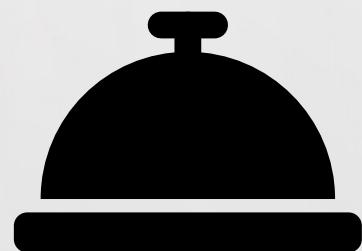
**Catering & Contract  
Foodservice**



**Bars &  
Nightclubs**



**Quick Service,  
Bakery & Cafe**



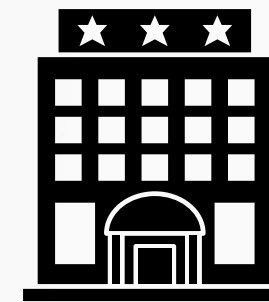
**Table  
Service**



**Wholesale &  
Distributors**

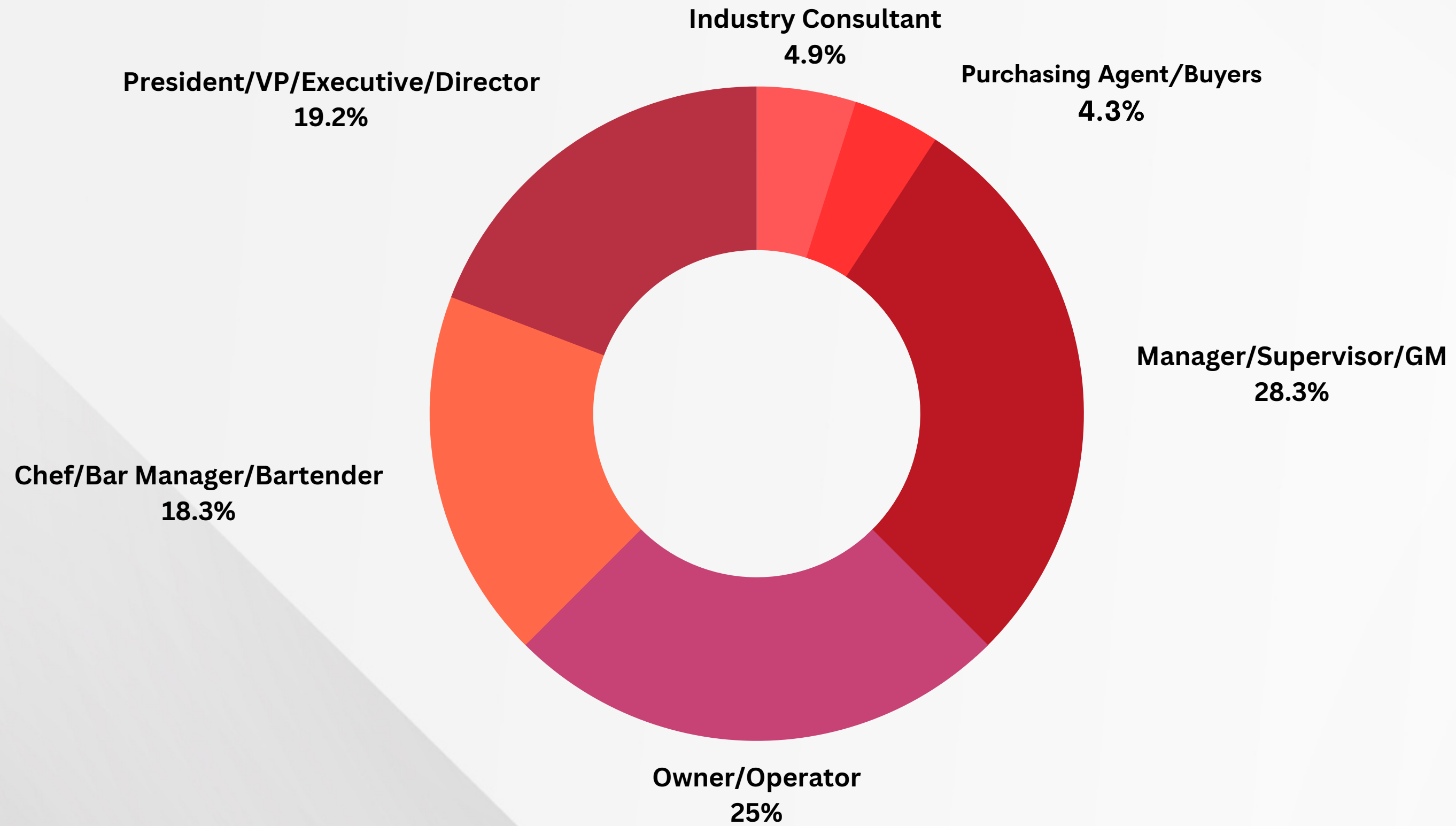


**Institutions**



**Recreational  
Clubs & Hotels**

# Attendees







**82%** FIND NEW PRODUCTS & MEET NEW SUPPLIERS

**53%** PICK UP NEW IDEAS AND INSPIRATION

**MAIN REASONS  
ATTENDEES COME**

**RC**  Restaurants  
**Show** Canada

**76%** SEE MANY COMPANIES AT THE SAME TIME

**46%** NETWORK WITH INDUSTRY COLLEAGUES



**It's the business opportunity  
of the year!**

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**Showcase your products to key  
decision-makers and position your  
company as a leader**

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**Meet with key decision  
makers/buyers and re-engage with  
existing customers**

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**Access world-class content and  
network with industry leaders**

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**Gather quality leads that generate  
direct sales**

**Why  
Exhibit?**

**BRAND VISIBILITY • ENGAGED ATTENDEES • BUSINESS DEVELOPMENT**



# RC Show Delivers



## EXTENSIVE PROMOTIONAL COVERAGE

Laddered media coverage pre-show, during and post-show.



## BUYERS' PROGRAM

Connect with national and international buyers using our Match-Making Platform.



## BRAND ACTIVATION

Elevate your product within various sponsored areas across the Show floor.



## WORLD CLASS CONTENT

Participate in content development and benefit from heightened awareness.



# Testimonials

*"We made a very large sale in the first 15 minutes of show opening, which made the whole show very worth while. Looking forward to exhibiting again"*



*"RC Show absolutely phenomenal and more than what we expected!"*



*"Best show of its kind that I have seen in over the years. Traffic was solid, events were incredible, content and show floor we current, engaging and innovative."*



*"# of leads and sales we achieved was worth the investment. Great quality leads & buyers."*



*"In the three days of exhibiting I received TREMONDOUS market exposure and saved so much time!"*



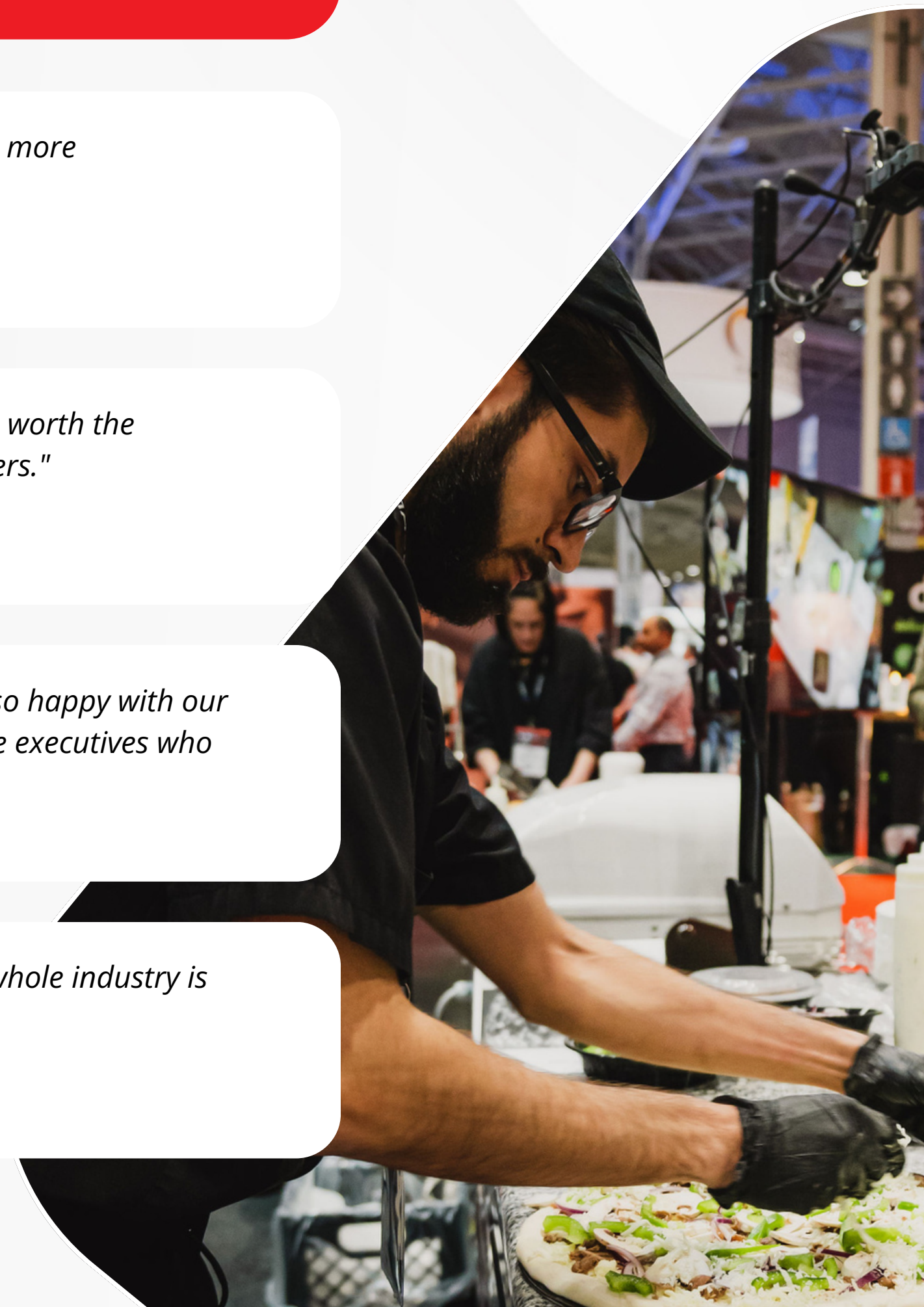
*"We invested heavily into our booth - so happy with our ROI and with the caliber of foodservice executives who came by."*



*"Restaurants Canada was a huge hit for our team & we were so happy to be there!"*



*"Many prospects, great contacts, the whole industry is there!"*







## BOOTH AWARDS

Put your best effort in booth design to captivate the attention of attendees and get recognized with a Best Booth Award!



## MATCH-MAKING PLATFORM

Use our meeting platform by scheduling appointments to help drive sales efforts.





# Booth Information & Packages

- **Pipe and drape** booth structure: 8' high black back drape and 3' high black side drape (excluding Island booths)
- General **overhead lighting**
- **Listings** in the *new* Mobile APP (Official Show Directory)
- Access to **Sanitary dishwashing facilities**
- **Exhibitors Lounge and Meeting Spaces**
- **6 exhibitor badges** per 10' x 10' exhibit space; maximum of 24
- **Advanced pricing on rentals** for supplier services such as carpet, electrical, lead retrieval, etc.
- **Option to purchase Guest Packages** to provide complimentary admission to invite your customers

## Upgrade to a Turnkey Booth!

10' X10' Back-wall Structure with White Panels  
Black and White Company Name Header  
10' x 10' Classic Carpet (Blue, Black, Grey or Red)  
6' x 30" Skirted Table or 1M White Cabinet with Graphic Kick Panel (Logo)  
Two Chairs or One Stool  
Wastebasket  
Standard Electrical Outlet  
Installation and Dismantle Labour







**Don't forget to register for **RC Hospitality Week** networking events!**  
OPENING NIGHT RECEPTION | INDUSTRY NIGHT OUT | BREAKFAST WITH CHAMPIONS

**Questions? **Get in touch.****

**Phone**

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**Website**

[www.rcshow.com](http://www.rcshow.com)



*\*All sales opportunities are subject to availability and show management approval.  
Must be a Restaurants Canada Business Associate to exhibit.*