

RC Restaurants
Canada

Show

Conference & Trade Expo

2024 Sponsorship Prospectus

Canada's Leading Hospitality and Foodservice Event





Restaurants Canada

Restaurants Canada is a growing community of **98,000 FOODSERVICE BUSINESSES**, including restaurants, bars, caterers, institutions and suppliers. We work to create a vibrant and thriving restaurant and foodservice community within Canada's **\$100 BILLION DOLLAR FOODSERVICE INDUSTRY**.

With Restaurants Canada, you're supporting the **FUTURE OF OUR INDUSTRY** and amplifying the **VOICE OF FOODSERVICE**. As a not-for-profit organization, the funds we raise are re-invested into the industry through advocacy, education, research, events and other services to help foodservice operators succeed and grow.

You're invited to be part of this exciting annual event to reach your target audience.

TARGETED REACH

Maximize your visibility and boost your impact at Canada's leading hospitality and foodservice event

Sponsorship opportunities are available within 9 category-specific pavilions, 8 stages with world-class content, 7 inspiring competitions, 4 engaging feature areas, 3 industry networking events and more.

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

212

Media attended
delivering 137M
impressions

92%

of attendees
make or influence
purchasing
decision

95%

of attendees
rated the Show
good to excellent

SPONSORSHIP TIERS

Bolster your brand and gain optimal exposure through a customized package to suit your company's marketing goals*. Below are the opportunities available within each tier.

CONTRIBUTING PARTNER

- Product donation or presentation opportunity
- Video branding on select stage screen
- 25 Promo code allotment to invite buyers/operators

EVENT PARTNER

- Product integration/demo/sampling opportunity
- Video branding on select stage screen
- PR/Media Event opportunities
- 100 Promo code allotment to invite buyers/operators
- 2 Complimentary tickets for RC Hospitality Week events
- Distribution opportunities of marketing materials
- Enhanced listing in the RC Buyer's Guide
- Inclusion & access to event-branded photos

SHOW PARTNER

- Speaking/working presentation on select stage
- Mobile App inclusion (i.e. clickable rotating banner ad)
- Brand mentions across RC social platforms
- Included in VIP/Media Bags
- Product integration/demo/sampling opportunity
- Video branding on select stage screen
- PR/Media Event opportunities
- UNLIMITED Promo code allotment to invite buyers/operators
- 5 Complimentary tickets for RC Hospitality Week events
- Distribution opportunities of marketing materials
- Enhanced listing in the RC Buyer's Guide
- Inclusion & access to event-branded photos

CUSTOM OPPORTUNITIES

6 COMPETITIONS

- Garland Canada Culinary
- Pizza
- Sommelier
- Beyond The Rail
- John Bil Oyster Shucking
- Coffee

12 PAVILIONS

- Bar & Beverage
- Canada
- Coffee, Tea & Sweets
- Design
- Eco
- Indigenous
- Menu Alternatives
- Ontario
- Quebec
- Tech
- World
- Black-Owned

4 FEATURE AREAS

- Pop Up Experience
- Food Truck'N Experience
- Start Up Lane
- Wine Showcase

6 STAGES

- Bar & Beverage
- Culinary
- Speaker - *new location*
- Learning
- StudioEx
- Workshop

5 EVENTS

- Breakfast of Champions
- Opening Night Reception
- RC Excellence Awards
- Industry Night Out
- Top to Top Reception

A LA CARTE OPPORTUNITIES



REGISTRATION

- Exclusive logo inclusion alongside RC Show logo on lanyards
- Custom activation and signage within registration area (Galleria)
- Logo and company name integration on registration landing page and across all registration emails and invitations

ONE SPONSOR ONLY TOP TIER PARTNER STATUS INCLUSIONS



PHOTO BOOTH

Feature your branded photo booth in a high traffic area to boost your social media presence and drive traffic to your booth.

EXHIBITOR MUST PROVIDE PRINT-READY ARTWORK.



EXHIBITOR LOUNGE

Looking to connect with exhibitors from the Show floor? Includes:

- Onsite Presented By signage w/logo recognition
- 10'x10' space with basic electrical included

MUST BE APPROVED BY SHOW MANAGEMENT.



GREEN ROOMS

Fill the backstage area so our guest speakers have a treat prior to stepping onto the stage.

MUST BE A NON-PERISHABLE ITEM AND NOT A COMPETITOR OF EXISTING STAGE SPONSORS.



ROAMING CARTS

Have your brand roam around the show for utmost visibility. The options are endless when on wheels!



HANGING AISLE SIGNS

The perfect opportunity for displaying your brand in the most visible and memorable spot.

PRODUCTION AND LABOUR CHARGES ARE NOT INCLUDED.



HOSPITALITY SUITE

Host a reception at a Hotel X Toronto hospitality suite to continue networking beyond the event.



MEETING SPACE / LOUNGES

Provide Show attendees with a place to relax or meet with colleagues and peers.

FURNITURE RENTAL ORDERED BY SHOW MANAGEMENT.

A LA CARTE OPPORTUNITIES



OFFICIAL SHOW BAG

Showcase your brand message on our official show bags. Handed out to attendees upon entering the Show floor.

PRODUCTION IS NOT INCLUDED.



MINI EXPERIENCE

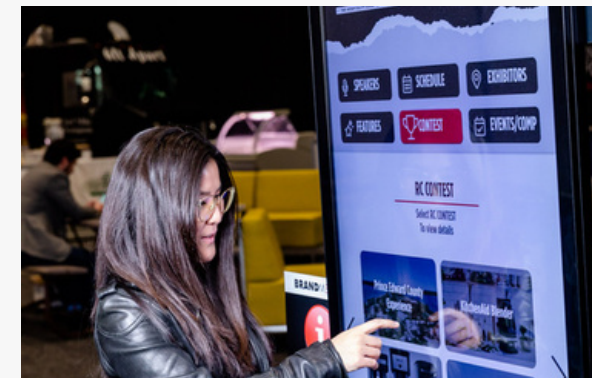
Curate a themed space for your audience by playing up the uniqueness of your brand.

FURNITURE AND PRODUCTION COSTS NOT INCLUDED.



PRODUCT INTERGRATION

Provide the key ingredients to be featured in our Culinary stage, competitions, Food Truck'N and Pop Up Experiences.



BOOTH CONTEST PROMO

Promote your booth contest on our mobile app and/or interactive digital kiosks.



REGISTRATION ACTIVATION

Display your brand to all attendees before they walk onto the Show floor, along with samples!

EXCLUSIVE TO 3 SELECTED NON-COMPETING CATEGORIES.



TABLEWARE / GLASSWARE

Provide tableware/glassware to be features on our stages, competitions and Pop Up Experiences.

- Onsite Sponsored By signage recognition
- Company materials included in VIP Bags
- Sponsor acknowledgement by host/emcee in designated area



TABLE-TOP CHARGING DEVICE

Promote your brand at our phone charging stations across several table spaces.

Include a 0:15-0:30sec video (no audio) or advertisement for more exposure.



AD TOWER & LIGHTBOX

These signs are the perfect method to have brand message front and center.

MUST PROVIDE PRINT-READY ARTWORK.



CONCESSION STAND TAKEOVER

Take over our operational kitchen space and provide a sampling experience in one of our various rentable concession stands.

EQUIPMENT AND BASIC ELECTRICAL FEES INCLUDED.



VEHICLES AT ENTRANCE

Be top of mind when attendees first enter the show room.

EXCLUSIVE TO 3 SELECTED NON-COMPETING CATEGORIES.

A LA CARTE OPPORTUNITIES

Mobile App

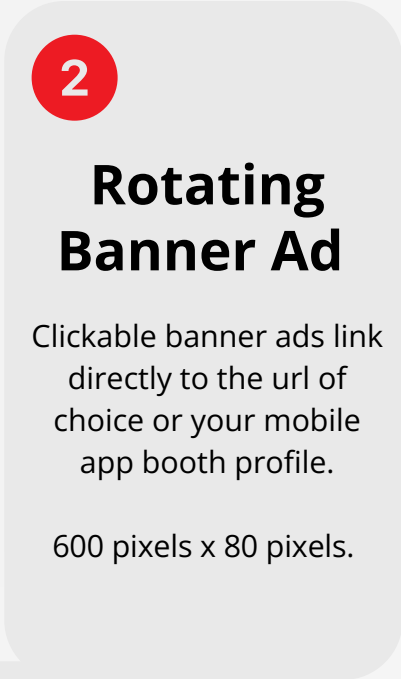
Engage attendees during the Show while they navigate and use the match-making system.



1

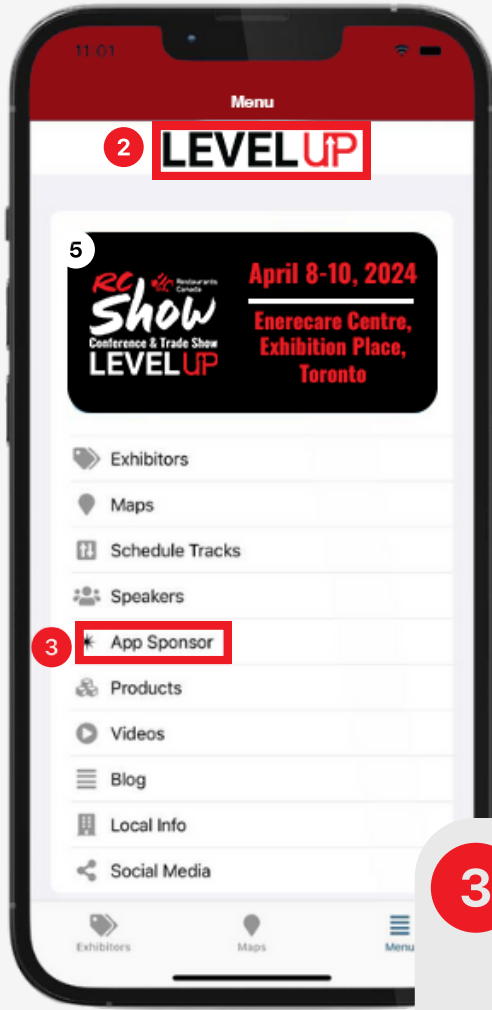
Your Logo on Intro Splash Screen

Be the first brand attendees view when opening the app. The image size is 1242 pixels x 2688 pixels.



2 Rotating Banner Ad

Clickable banner ads link directly to the url of choice or your mobile app booth profile. 600 pixels x 80 pixels.



3

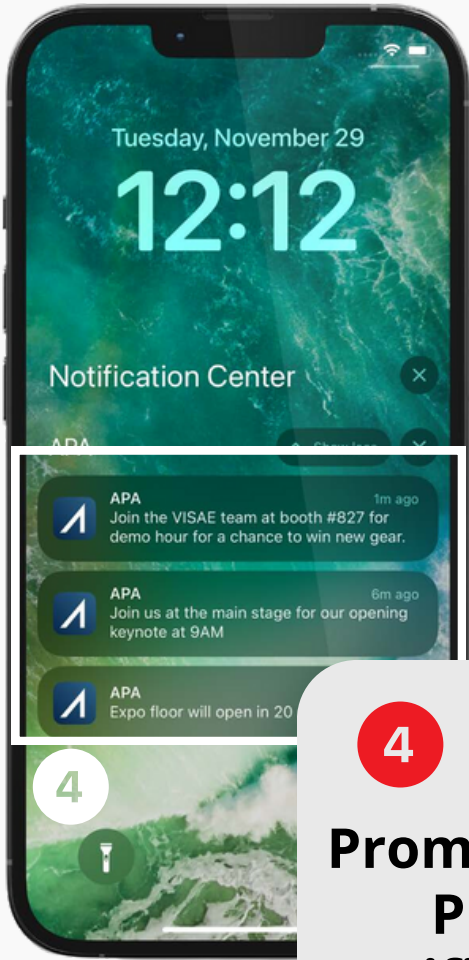
Clickable Navigation Item

Your logo can link to your webpage. 200 pixels x 200 pixels.



5 Top Masthead Logo

Incorporate your logo along with the Show branding at the top of the navigation. 639 pixels x 316 pixels.



4

Promotional Push Notifications

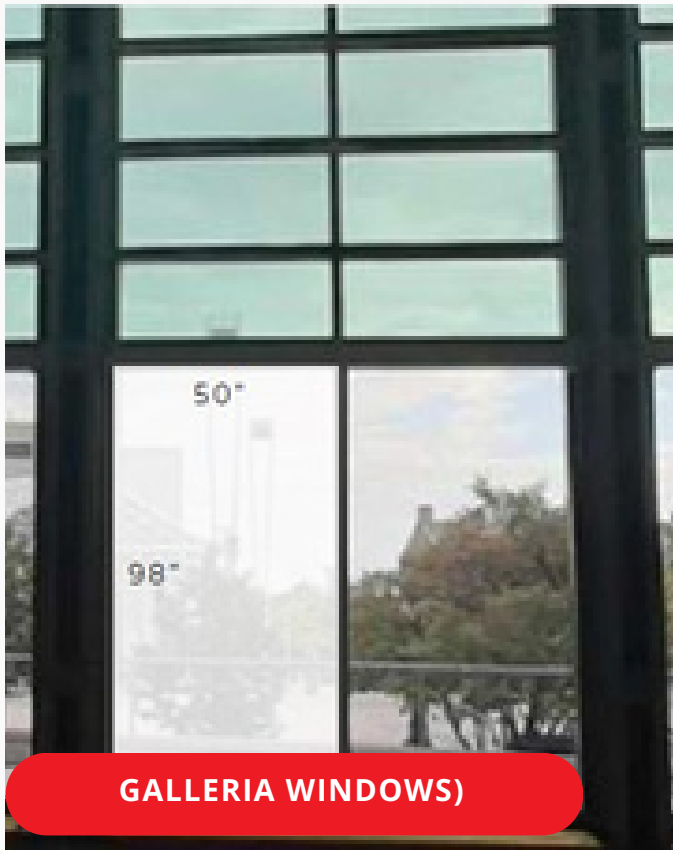
Reach all mobile app users with a push notification for Show day.

Title Mobile App sponsorship is Limited to One Sponsor and includes all 5 elements above

A LA CARTE OPPORTUNITIES

Enercare Centre Branding

Invest in brand exposure to drive traffic, excitement and interest.



**customization package opportunity*

ADVERTISING OPPORTUNITIES*

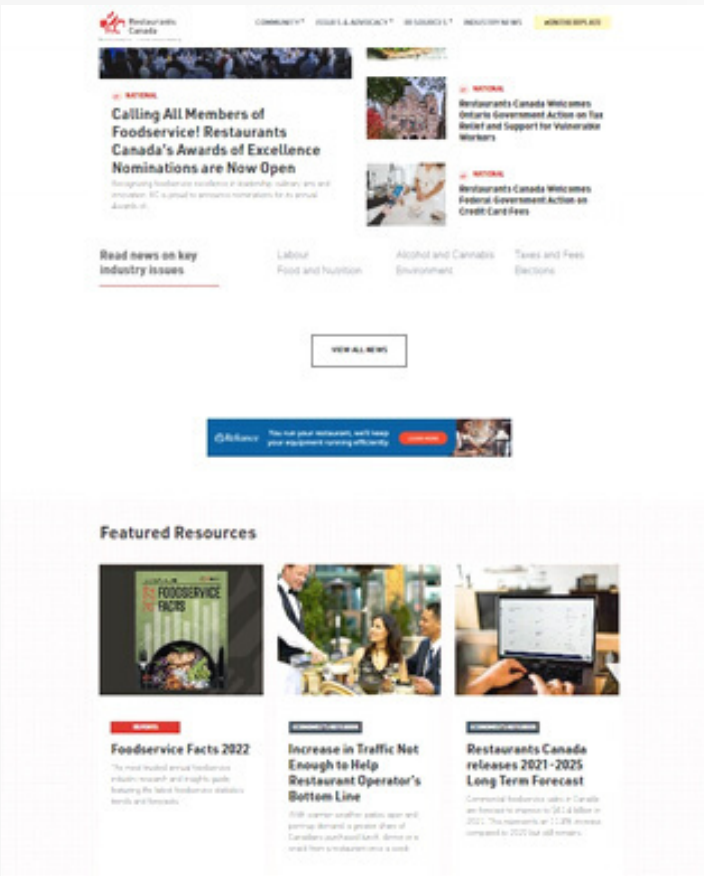
**Business Associates receive a 20% discount on advertising*



MENU MAGAZINE

Elevate your brand awareness in MENU Magazine's Show Edition, to engage with both RC Show attendees and our national readers. Print and Digital.

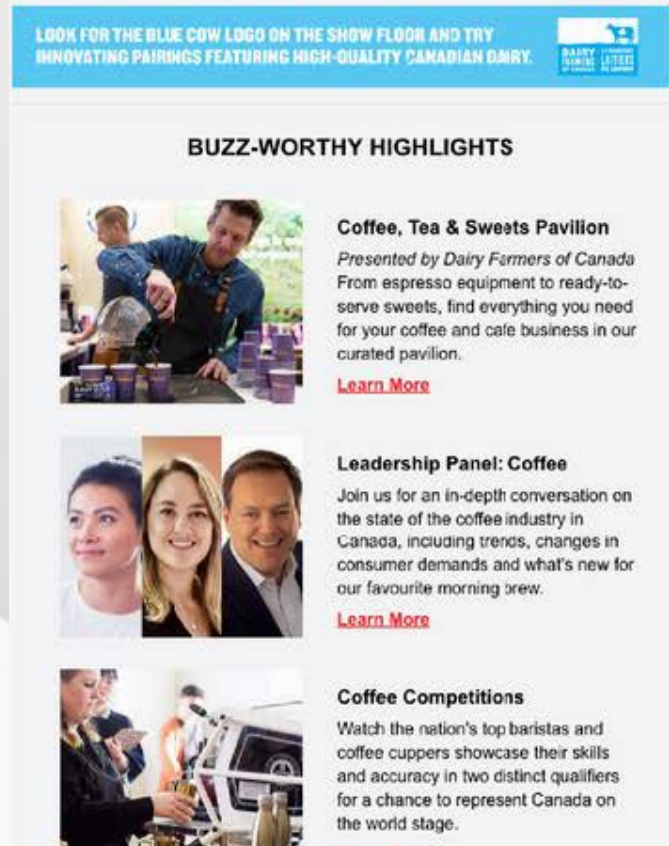
- Full page
- Double page spread
- Inside front cover
- Inside back cover
- Outside back cover
- Half page



RCSHOW.COM BANNER ADS

With 250k+ unique web visits, this is your brands opportunity to be highlighted on the RC Show website. Heighten awareness and strategically engage with RC Show attendees. This dynamic 4-week ad unit rotation on RCShow.com provides unmatched exposure.

Limited to 3 Companies.
Upper Leaderboard Banner Ad

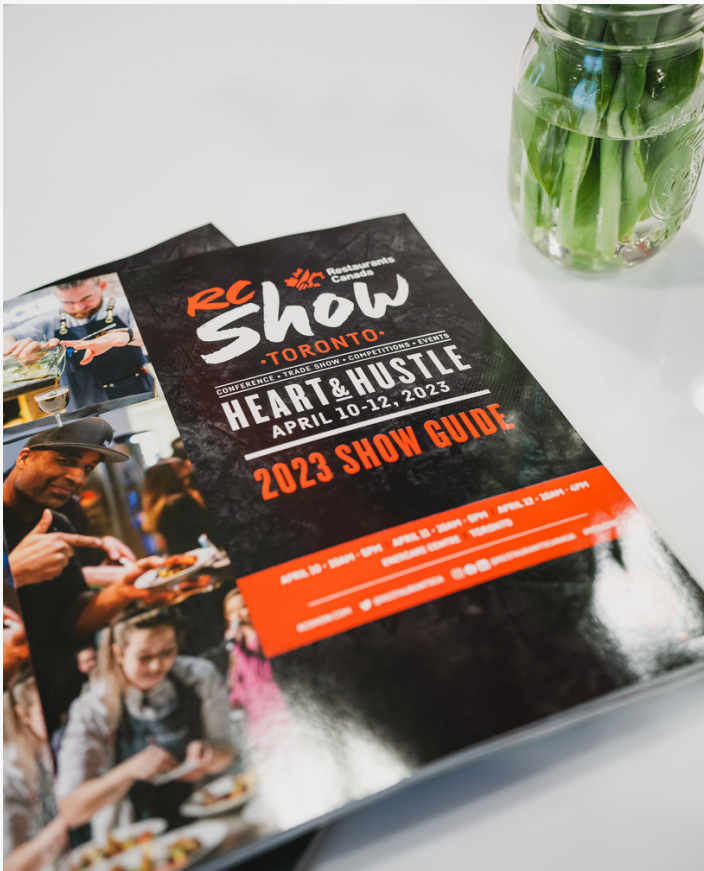


RC SHOW E-NEWSLETTER BANNER AD

Bolster your brand name with personalized banners within our pre-show attendee E-Newsletters. Every pre-registered attendee receives these emails leading up to the show, as they highlight relevant and pertinent show information.

Upper Banner Ad
Lower Banner Ad

Two banners per E-newsletter
Banner Size: 600 x 74 pixels (w x h)
Image only (.gif or .jpg)



BUYER'S GUIDE

The printed Restaurants Canada Annual Buyers Guide will be an insert in the spring issue of MENU Magazine distributed to the Foodservice industry across the country. Be part of our trusted industry suppliers listing.

Complimentary basic listing included for all Business Associates/Exhibitors.

Enhanced Listing
Full page ad
Half page ad

**All sponsorship opportunities subject to availability and show management approval.
Please note: You must be a current exhibitor to be a sponsor.*

April 8-10, 2024

Enercare Centre, Toronto

**Opportunities are limited and
available on a first come, first served basis.**

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Website

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