

## THE EVOLUTION OF THE MEAT & POULTRY SUPPLY CHAIN: FROM FARM TO FORK



The Canadian Meat Council & Canadian Poultry and Egg Processors Council are seeking **PARTNERS** to add value to the attendee experience at the 2017 Technical Symposium.

This year's theme surrounds the evolution of the meat sector from the farm through the processing and what the consumer is looking for. The modernization of regulations and the Canadian inspection system will be part of the program. We are seeking for successful partners able to demonstrate value of interest for the meat and poultry industry in a 15 minute talk and showcase exhibition.

### ATTENDEE PROFILE

- ✓ Industries: meat, poultry or egg processing, food services, food retail, academia, agencies, government & associations.
- ✓ Job Profile: food safety / quality assurance / plant managers, regulatory affairs directors, veterinarians, sales executives, researchers and producer association executives.

### TECHNICAL SYMPOSIUM ASSETS

- ✓ Specificity: 125 specialized attendees looking to learn and connect with industry.
- ✓ Focused Access: Limited availability to present & showcase to the attendees.
- ✓ Promotional Partnership: brands are featured within event promotion and official communications to members of the industry.

### PAST PARTNER TESTIMONIAL

*"The people attending this event are not only the most influent persons in the meat industry but they are also very kind and open for discussion, regardless of their competitors as food safety in Canada is a national affair, not only a one person concerns."*

-Gervais Côté, Strategic Accounts,  
Ammeraal Beltech. 2014 Exhibitor.

### PARTNER APPLICATION FORMS

Submitted forms are reviewed on a first come, first served basis for allocation of space and schedule.



CANADIAN MEAT COUNCIL  
CONSEIL DES VIANDES DU CANADA

# 2017 TECHNICAL SYMPOSIUM



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September 28 (8:30 am to 5 pm; reception 5 to 7 pm) and September 29 (8 am to 12 pm)  
Sheraton Gateway, Toronto International Airport Hotel (Terminal 3)

### EXHIBITOR / SPONSOR REGISTRATION FORM

#### SPONSOR/EXHIBITOR DETAILS

Representative #1: First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Organization: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Tel: \_\_\_\_\_

E-mail #1: \_\_\_\_\_

Representative #2: *(Gold only)* First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

E-mail #2: \_\_\_\_\_

**EXHIBITOR** *(All levels include meals, reception, proceedings, & dedicated exhibitor showcase on Sept. 28, from 8:30 am to 7 pm & Sept. 29 from 8am to 12pm)*

	<b>CMC/CPEPC/NAMI Member Rate</b>	<b>Non-Member Rate</b>
<b>GOLD EXHIBITOR</b> <i>(Includes booth space, 15-min. talk, registration for two exhibitors)</i>	<input type="checkbox"/> \$2150	<input type="checkbox"/> \$2450
<b>EXHIBITOR</b> <i>(Includes booth space &amp; registration for one exhibitor)</i>	<input type="checkbox"/> \$1350	<input type="checkbox"/> \$1650

Gold Exhibitors:

Name of Presenter: \_\_\_\_\_

Presentation Title: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### SPONSORSHIP

**GOLD SPONSOR** (2 registrations & additional promotion)  \$2600

**SPONSOR** (1 registration & additional promotion)  \$1600

**PAYMENT** *(All fees payable in Canadian currency. Payment must accompany form)*

Sponsor/Exhibitor fees \$ \_\_\_\_\_

13% HST (on Exhibitor fee only) + \$ \_\_\_\_\_  
(CMC HST #: R106863244)

**TOTAL :** = \$ \_\_\_\_\_

#### **Method of payment:**

AMEX  Visa  MasterCard  Cheque (payable to: Canadian Meat Council)

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. (mm/yy): \_\_\_\_\_

**CANCELLATION POLICY:** Deadline for refund, subject to 20% administration fee, with written notification if received by **September 20, 2017**. Attendee substitutions may be made at any time. Refunds will be processed following the Symposium.

**HOTEL:** Contact the Sheraton Gateway, Toronto Airport at 1-888-627-7092 and state you are with the Canadian Meat Council group to reserve or at [www.starwoodmeeting.com/Book/CI23AE](http://www.starwoodmeeting.com/Book/CI23AE) by **Sept. 5, 2017**.

Send payment & form by e-mail: [laurence@cmc-cvc.com](mailto:laurence@cmc-cvc.com); fax: (613)729-4997; or mail: Canadian Meat Council, 930-220 Laurier Ave West, Ottawa ON K1P 5Z9. Enquiries: tel. (613)729-3911 ext. 27