

THE MODERNIZATION OF THE MEAT & POULTRY INSPECTION SYSTEM



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

This one day Industry Workshop will give its delegates, for the first time in the same room, all government modernization initiatives to question and be aware of what will be required on the evolution of the Canadian inspection system. 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, and export specialists.

INDUSTRY WORKSHOP ASSETS

- ✓ Specificity: More than 100 specialized attendees looking to learn and connect with industry and government.
- ✓ Focused Access: Limited availability to present & showcase to the attendees.
- ✓ Promotional Partnership: brands are featured within event promotion and official communications to established 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.

2017 INDUSTRY WORKSHOP

THE MODERNIZATION OF THE MEAT & POULTRY INSPECTION SYSTEM

October 17th (8:30 am-4:00 pm)
Matrix Hotel – Edmonton, Alberta

EXHIBITOR REGISTRATION FORM

EXHIBITOR DETAILS

Representative #1: First Name: _____ Last Name: _____

Organization: _____ Address: _____

City: _____ Prov: _____ Postal Code: _____ Tel: _____

E-mail #1: _____

Representative #2: First Name: _____ Last Name: _____

E-mail #2: _____

EXHIBITOR FEES (Include meals, proceedings, & dedicated exhibitor showcase on Oct. 17, from 8:30 am to 4 pm)

| | CMC/CPEPC/NAMI Member Rate | Non-Member Rate |
|--|-------------------------------|--------------------|
|--|-------------------------------|--------------------|

| | | |
|---|---------------------------------|---------------------------------|
| GOLD EXHIBITOR (Includes booth space, 15-min. talk, registration for two exhibitors) | <input type="checkbox"/> \$1800 | <input type="checkbox"/> \$2200 |
|---|---------------------------------|---------------------------------|

Name of Presenter: _____

Presentation Title: _____

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

Exhibitor fees \$ _____

5% HST/GST + \$ _____

TOTAL : = \$ _____

CANCELLATION POLICY: Deadline for refund, subject to 20% administration fee, with written notification if received by **October 9, 2017**. Attendee substitutions may be made at any time. Refunds will be processed following the workshop.

HOTEL: Contact the Matrix Hotel at (780) 429-2861 and state you are with the Canadian Meat Council group to reserve or [here](#) before **Sept. 25, 2017**.

Method of payment:

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

Cardholder Name: _____ Signature: _____

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

Send payment & form by e-mail: 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