

meat
industry+expo

**INNOVATIONS.
CONNECTIONS.
SOLUTIONS.**



OCTOBER 25-26, 2024
NIAGARA FALLS CONVENTION CENTRE

OCTOBER 25: 10:00 AM – 5:00 PM
OCTOBER 26: 10:00 AM – 3:00 PM

WWW.MEATINDUSTRYEXPO.CA

**EXHIBITOR
PROSPECTUS
2024**

ABOUT THE EXPO

The biennial Meat Industry Expo is the only event of its kind in Canada offering suppliers and business owners in the meat processing industry a chance to come together under one roof to connect and discover the latest innovations and solutions.

A two-day event culminating with the Red-Carpet Awards Gala Saturday night, the 2024 Meat Industry Expo is your best opportunity to market direct to hundreds of potential customers in one location.

SPEAK TO KEY BUYERS

The 2024 Meat Industry Expo will be aggressively promoted through an extensive campaign targeting key personnel in the meat and poultry industry. Tactics include personal invitations, sales calls, eBlasts, print publications, website, and social media.

PROVIDING A RELEVANT AUDIENCE

Meat & Poultry (MPO) is proud to host this event targeting meat processors, abattoirs, grocers, and independent butcher shops.

SHOW DATES

October 25-26, 2024

Niagara Falls Convention Centre

October 25: 10:00 AM – 5:00 PM

October 26: 10:00 AM – 3:00 PM



WHY EXHIBIT?

Held every two years, the Meat Industry Expo offers 25,000 square feet of exhibitor space to:

Showcase INNOVATIONS within your current or new product line and services. Make CONNECTIONS with new customers, network with existing, and reconnect with past. Offer SOLUTIONS to challenges faced by meat processors, wholesalers, and retailers



Returning to Niagara Falls Convention Centre (formerly Scotiabank Convention Centre), Niagara Falls

Due to the positive feedback from attendees and exhibitors, we are returning to this state-of-the-art venue for the 2024 Expo. Just 90 minutes from downtown Toronto, the Centre is located by the QEW, allowing for quick and easy access. With 900 parking spaces for the Centre alone, this location offers exceptional convenience for attendees and exhibitors alike.



2022 Visitor Profile

The 2022 Meat Industry Expo attracted attendees from nearly 200 different companies across the two days. Attendees included key decision makers, business owners, operators, and buyers in the meat industry.

2022 AUDIENCE

46%	PROCESSORS /PACKERS
17%	OTHER
14%	SUPPLIERS
13%	RETAILERS
4%	WHOLESALEERS
3%	ACADEMICS /GOV'T/MEDIA
3%	FOOD SERVICE

EXHIBITOR BUSINESS TYPES

Building/Design Engineer
Casings/Ingredients/Seasonings
Computer Hardware/Software
Consulting
Cutting/Boning Equipment
Financial/Funding
Food Safety
Material Handling
Packaging/Labelling
Pest Control
Processing Machinery
Refrigeration
Sanitation
Weighing Equipment
And more!

BOOTH RENTAL RATES

10' X 10' / 100 SQ. FEET \$2500

10' X 20' / 200 SQ. FEET \$5000

300 SQ. FEET+ PLEASE CONTACT SHOW MANAGEMENT FOR A QUOTE

MPO MEMBERS RECEIVE A \$300 LOYALTY DISCOUNT PER 100 SQ. FEET

RATES INCLUDE COMPLIMENTARY:

- 8' draped back and 3' draped sidewalls (where appropriate)
- (1) 1500 watt, 120 volt electrical outlet* (per exhibiting company)
*Additional services are available (fees apply)
- 12 hours of exhibit time
- Official Show Guide listing (option: purchase add'n 1/8 pg ad on rental contract)
- List of 'opt in' attendees following the show
- Six exhibitor name badges (per 100 sq. ft.)
- Twenty complimentary Expo tickets (per 100 sq. ft.)
- Electronic promo code for complimentary registrations
- Expo promotional graphics
- Listing in Expo promotional materials
- Access to exhibitor wash-up station
- On-site storage space
- On-site show service providers (fees apply)
- Access to visitor lead retrieval system (fees apply)

SHOW HOURS

Friday, October 25, 10:00am to 5:00pm

Saturday, October 26, 10:00am to 3:00pm

MOVE IN

Thursday, October 24, 2024

12:00pm – 6:00pm

*Large exhibitors will be given priority move-in at 6am

Friday, October 25, 2024

7:00am – 9:00am*

*Carry-in items only – no dollies or pump trucks

MOVE OUT

Saturday, October 26, 2024

3:00pm – 8:00pm

All materials must be removed from the show floor no later than 8:00pm or additional charges may occur.



TO BOOK YOUR SPACE

Complete and sign the Exhibitor Rental Contract online at meatindustryexpo.ca

ASSIGNMENT OF SPACE

Space will be assigned on a first-come, first-served basis, with every effort to assign your space as requested. Management reserves the right to make the final determination of space assignment in keeping with the best interests of the exposition.

You will receive a notice acknowledging receipt of your contract and payment. Expo Exhibitor Information Packages containing your booth space assignment, order forms, and promotional material will be sent closer to the show date.

SHOW MANAGEMENT:

Edwin Cabural
Show Manager
(416) 533-0385
manager@meatindustryexpo.ca

EXHIBITOR SALES:

Derek Boudreau
(519) 635-9281
derek@meatpoultryon.ca

SHOW LOCATION:

Niagara Falls Convention Centre
6815 Stanley Avenue
Niagara Falls, ON L2G 3Y9
Tel: (905) 357-6222
Toll Free: 1-888-997-6222
www.fallsconventions.com

Ontario's  Finest
BUTCHER

Ontario's Finest Butcher Competition Finale - October 25

The final round of this annual competition takes place right on the tradeshow floor Friday afternoon, with the winner announced Saturday night at the MPO Red Carpet Awards Gala. Watch as three top Ontario butchers compete head-to-head for meat-cutting supremacy.

An Evening with Handtmann - October 25

Attendees and exhibitors are invited to attend the Friday night social event, hosted by Handtmann Canada, providing the opportunity to relax and socialize with peers in a relaxed environment.


handtmann
Ideas for the future.



2024 Red Carpet Awards Gala - October 26

The Expo culminates Saturday night as we roll out the red carpet and honour our members at the Fallsview Casino.

The Meat Industry Achievement (MIA) and Associate Member Recognition Award (AMRA) recipients, and 10, 25 and 40 year members will be recognized followed by the winners of the Ontario's Finest Meat Competition™, ending with the crowning of Ontario's Finest Butcher. Order your gala tickets online at www.meatpoultryon.ca.