

16th Annual Canadian Summit on

FOOD SAFETY

June 7-8, 2021

Sponsorship Lead Generation Guide



Position Your Brand and Generate Qualified Sales Leads

The 16th Annual Canadian Summit on Food Safety is the largest and longest-running event of its kind. For 2021, we are excited to announce we have gone VIRTUAL with increased value and networking opportunities for sponsors!

DEMAND GENERATION

Demand generation
for high quality
SQLs for your sales
pipeline

THOUGHT LEADERSHIP

Demonstrate your
expertise alongside
leading brands

HIGH-LEVEL NETWORKING

Connect with senior
decision-makers from
top brands

BRAND AWARENESS

Engage with
customers to be
top-of-mind

BUILD LOYALTY & CLIENT RETENTION

Build and
maintain important
relationships

Connect with Senior Executives Ready to Invest

Join us at this exclusive virtual event to generate high-quality leads that will drive your sales pipeline. Make high impact 1-to-1 connections with senior buyers who are expected to invest in software solutions over the next 12 months.

AUDIENCE



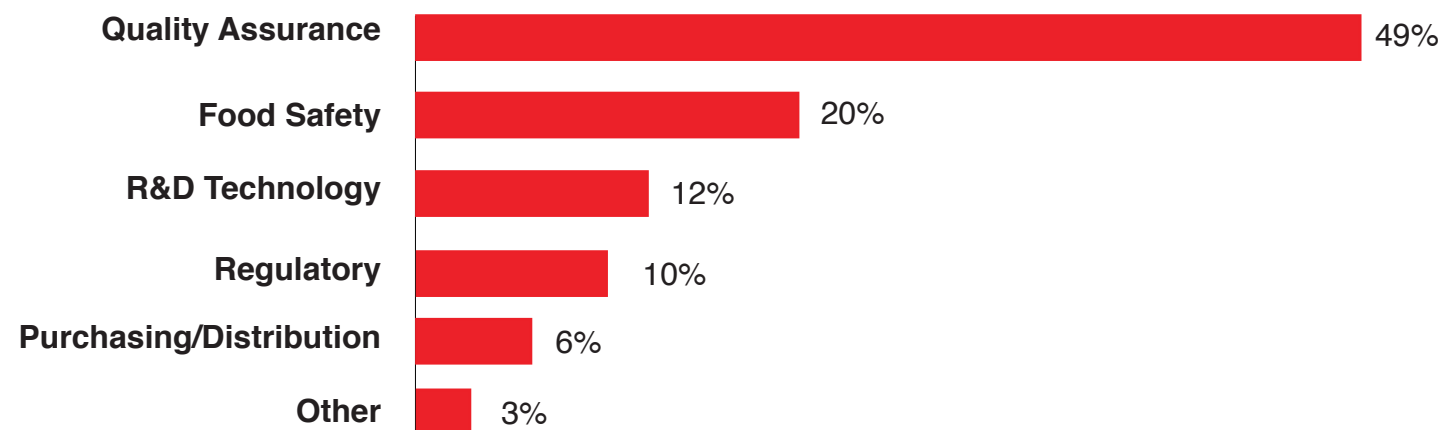
\$1M

Average Attendee Expected Spend on SaaS Technology

30:1

Sponsor to Delegate Ratio

TITLES



10k

Current Database Community Size

96%

Overall Delegate Satisfaction

Largest and Longest-Running Food Safety Event in North America

With over 10,000 members, our Food Safety and Regulatory Community is one of the largest and most-influential networks in North America. Over the past decade these members have connected with our satisfied partners helping leading solution providers build brand awareness, increase pipeline and grow their business.

Leading Speakers include:



LISA GABLE
CEO
FARE



ANTHONY GENE
Head of Quality Assurance
DR.OETKER



**DR. DARIN
DETWILER, LP.D**
Author / Professor
of Food Policy
**NORTHEASTERN
UNIVERSITY**

Event in Numbers

350+ 

Attendees

12+ 

Hours of Networking

8 

Exclusive Panels

30+ 

Speakers

Gold Sponsorship Package

Keynote Thought Leadership Speaking

- Immersive interactive 20-minute thought leadership presentation to targeted senior buyers
- Real-time interaction with audience through Q&A, live and private chat with customers
- Promote offers or downloadable thought leadership throughout event
- Upload pre-roll teaser or demo videos to build brand awareness

Branding & Visibility

- Dedicated email to attendees community promoting sponsored session
- Full PR strategy (including social media, press release and media coverage) to build brand awareness
- Amplify your content and products using hosted meetings and lounges
- Upload on-demand evergreen and product content
- Maximize brand exposure with an interactive virtual booth

Lead Generation

- Effective match-making based on Audience interest and engagement
- Network with key decision-makers via private 1:1 chats and live scheduled meetings
- Gamification strategy to promote audience engagement with Sponsors
- Generate leads during and post-event for 12 months with ongoing lead capture
- 6 Complimentary All Access Passes

Analytics & Audience Insights

- Real-time insights on content, exhibitor room and session engagement
- Analyze both high-level and detailed analytics to gain meaningful business insights
- Full post-event Audience Insight Report highlighting audience contact information and key data from polls, surveys, chats and other engagement points
- Calculate sponsorship ROI with our customized event post-mortem

Silver Sponsorship Package

Lead Generation

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- 2 Complimentary All Access Passes

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Panel/Stream Speaking or Moderator

- Engage with targeted senior buyers as a panel speaker, stream speaker or moderator
- Real-time interaction with audience through Q&A, live and private chat with customers

Company Spotlight Sponsorship Package

Thought Leadership Speaking

- Immersive interactive 10-Min thought leadership presentation to targeted senior buyers
- Real-time interaction with audience through Q&A, live and private chat with customers
- Promote offers or downloadable thought leadership throughout event
- Upload pre-roll teaser or demo videos to build brand awareness

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Bronze Sponsorship Package

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Objective-Driven Packages to Attain your Business Goals

	PLATINUM <i>Plenary Speakers</i>	GOLD <i>Plenary Speakers</i>	SILVER <i>Panel/ Stream Speaking</i>	BRONZE <i>Exhibitor</i>
YOUR BUSINESS OBJECTIVES	Maximum Outcome (Title Sponsor)	Thought Leadership	Thought Leadership	Branding
Speaking	✓	✓	✓	
Lead Generation	✓	✓	✓	✓
Virtual Roundtable	✓	✓	✓	✓
Branding & Social Media	✓	✓	✓	✓
Analytics & Audience Insights	✓	✓	✓	✓
Virtual Booth	✓	✓	✓	✓
Passes	4	3	2	2
PR	✓	✓	✓	✓



More Interactive Sponsorship Opportunities

Customize your approach and objectives. Share insights, generate leads and engage with prospects in a variety of different ways.



Roundtables Discussions



Virtual Lunch and Learn



Workshops and Product Demo's



Sponsored Q&A



Icebreaker Sessions



90+ minutes per day of a variety of networking opportunities built in to the agenda

We're Driving Connections

The most prominent leaders in North America come together to share proven approaches to overcome challenges, brainstorm new solutions to their pain points and drive their business forward.

DAVIDsTEA



COSTCO WHOLESALE



SHOPPERS DRUG MART



MOLSON Coors

HERSHEY'S

KERRY

Tim Hortons



JAN K. OVERWEEL LIMITED/LIMITÉE

Nestlé PURINA



TASTE OF Nature
Real Tastes Good

WestonFoods



Ontario
Ministry of Agriculture,
Food and Rural Affairs



MLSE
BRINGING THE WORLD TO ITS FEET





We partner with
the world's top
brands, including
250+ speakers
150+ sponsors
3000+ attendees

Partner with an Industry Leader

- Strategy Institute has been organizing events for **25+ years**
- We've been building our food safety and regulatory community for **15+ years**
- Our producers research and curate **innovative** industry content
- Our **Customer Success** program ensures your success when working with us

Check Availability

Sponsorship opportunities are limited. Contact me today for a free 30-minute Lead Generation Consultation to discuss how you can generate leads and build your sales pipeline from senior operations and supply chain buyers attending this event.

 [@FoodRegQA](https://twitter.com/FoodRegQA)

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For over 25 years Strategy Institute has been a leading-edge North American content provider that delivers senior executive decision-makers with knowledge to drive performance and innovation.



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