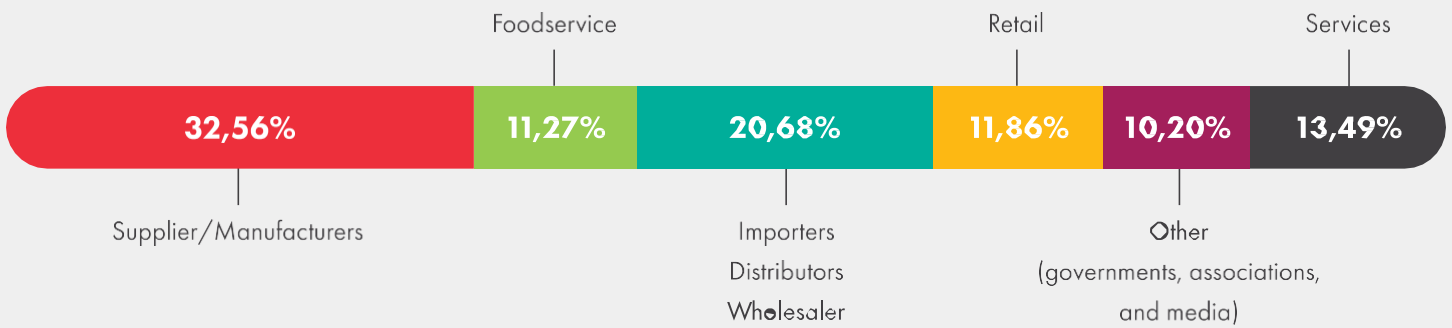
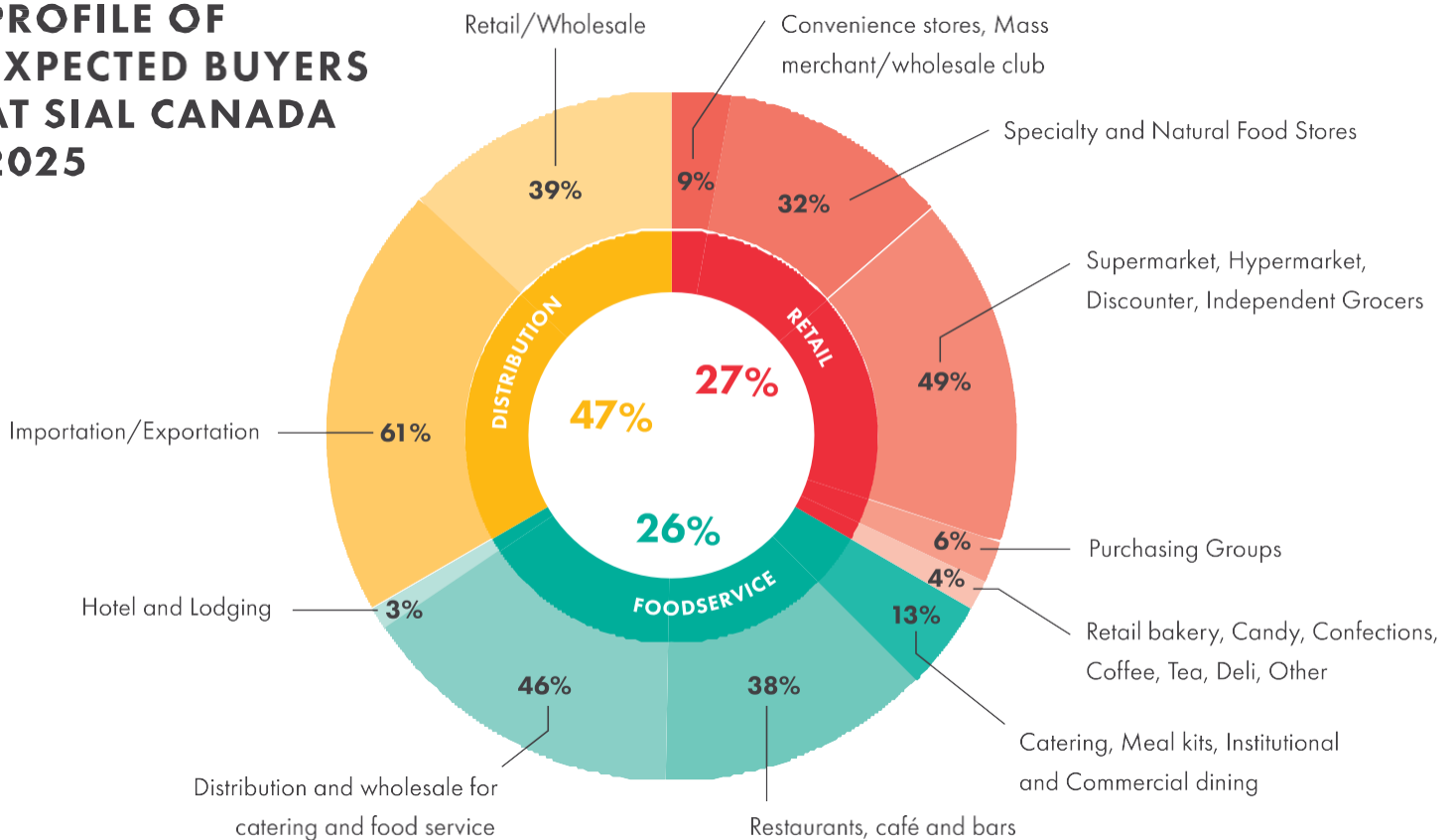


# TARGETED VISITORS

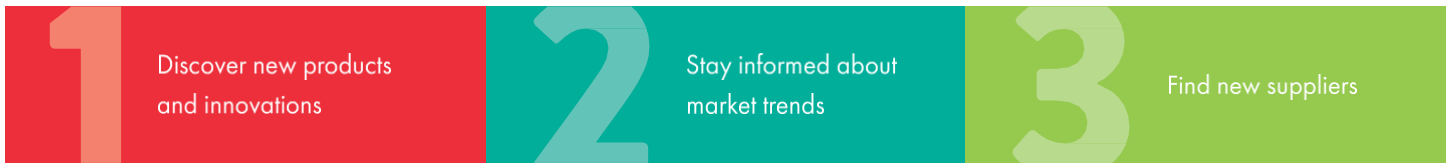
## VISITOR PROFILES FOR TORONTO 2023



## PROFILE OF EXPECTED BUYERS AT SIAL CANADA 2025



## TOP 3 REASONS FOR ATTENDING



**25,000**  
expected professionals from  
Canada and 70+ countries

**85%\***  
have a decision-making role  
in purchasing

**95%\***  
of visitors plan to return to  
SIAL TORONTO 2025

\*Source from exhibitor and visitor surveys 2023-2024

## OVERVIEW BY SECTOR OF THE TOP COMPANIES THAT VISITED SIAL CANADA 2023

### RETAIL

Sobeys, Metro, Costco, Loblaw Companies Ltd, T&T Supermarket, Whole Foods Market, IGA, Adonis, Walmart, Longo's, Super C, Maxi, Avril, Farm Boy, Couche-Tard, Buy Low Foods, Aldi, Dollarama, Denninger's, Georgia Main Food Group

### FOOD SERVICE

Gordon Food Service, Sysco, Aubut, Sodexo, 3 Brasseurs, Sigma Foodservice, Compass Group Canada, Air Canada, Air Transat, Benny&Co, Colabor, Mayrand, McDonald, St-Hubert, Blue Apron, Grace Foods Canada, MTY Food Group

### IMPORTERS/DISTRIBUTORS

Agro meat Inc, ID Foods, Arc Iberico Import, Grace Import & Export, Distribution Paral, Regal Confections Inc, Alaska, Nutrifresh Foods Ltd, Tootsi Impex Inc, Groupe Mayrand, Acosta, Atalanta Corp, Impex Group, Kehe International, Bedesse Imports, Camerican

## OUR 2025 VISITOR PATHWAYS BY CATEGORY TO SIMPLIFY THE VISITOR EXPERIENCE

Beverages, cheese, regional products, kosher, food service, take-out, convenience stores, gluten-free, halal, private brands, sold in USA, organic, fair trade, ethnic, technology, sustainable development, supply chain, traceability, ready to export, new exhibitor, sweet & salty, plant-based



# OWN THE CHANGE: REVOLUTIONIZING THE FOOD INDUSTRY AT SIAL CANADA 2023



**Montreal, May 19, 2023** - The 20th edition of SIAL Canada, the largest food innovation trade show in North America, concluded on a high note at the Enercare Centre, Exhibition Place in Toronto last week. After a four-year absence from Toronto, SIAL Canada made a triumphant return, reaffirming its position as the premier event for the agri-food industry in Canada.

### A Long-Awaited and Successful Return!

The latest edition of SIAL Canada was a resounding success, with more than 800 exhibitors and brands from 44 countries participating. The event achieved a remarkable visitor traffic of 21,000 industry professionals from 77 countries, with representation from all provinces of Canada. SIAL Canada 2023 not only showcased a diverse range of commercial offerings but also attracted a significant flow of visitors similar to what was last seen in 2019, our last show in Toronto.



### SIAL Innovation

Toronto, May 09, 2023 - At precisely 10:45 a.m. on the first day of the show, the SIAL Innovation space buzzed with excitement as the four grand prize winners of the esteemed SIAL Innovation competition were revealed in the presence of eager visitors and journalists. It marked a moment of anticipation and celebration! In total, 29 products from 6 countries were pre-selected for the 15th edition of the SIAL Innovation competition this year. We extend our gratitude to all the participants and extend our congratulations to the 10 finalists who showcased remarkable innovations: La Presserie, Yungo by Alternative Kitchen, Veggy Crush, Three Farmers, Green Bowl Foods, KAT, Millenna Tea Inc, Casa Verde, Healtea and Greencious.

- Congratulations to **MILLENNIA TEA INC** for their product **FROZEN SUPERFOOD TEA, a raw organic tea made from camelia sinesis with flash freezing preserving nutrients**, which won the **Gold Award!** Why this product? Selected for the new format and functional benefit of flash frozen raw tea.
- Congratulations to **LOC INDUSTRIES INC.** for their product **PLANT BASED EGG SUBSTITUTES (WHITE, YOLK, WHOLE) from Yungo by Alternative Kitchen, a plant-based range allergen-free powdered egg substitute in a resealable pack** that won the **Silver Award!** Why this product? Selected for the full plant-based egg substitute range for foodservice.
- Congratulations to **LA PRESSERIE** for their line **COLD PRESSED COCKTAILS MIXERS, a frozen mocktail base with cold-pressed ingredients**, which won the **Bronze Award!** Why this product? Selected for the frozen to seal in freshness of ingredients, and the wide range of cocktail preparations.
- Congratulations to **KINGSTON ALUMINUM TECHNOLOGY INC. (KAT)** for their sustainable product **SHAPED ALUMINUM BOTTLES for beverages using less aluminium**. Why this product? Selected for process that uses less aluminum for shaped bottles with process that makes it accessible for smaller brands.

Thank you to our partners



### The Pitch Competition

On the second day of the show, at 10:30 a.m., the highly anticipated Pitch Competition unfolded, featuring over 14 participants from the Start-Up Village sponsored by the City of Toronto. This innovative format pitted start-ups against each other, with just 3 minutes to captivate the jury in two categories: Food or Beverage Product, and

Packaging, Technology or Service. In total, 10 start-ups competed for Food or Beverage Product and 4 for Packaging, Technology or Service. The competition holds significant importance for SIAL Canada and its partners, including Niagara College Canada, Nielsen IQ, Mitacs, the City of Toronto, Kenbri Group, Jonluca, Farm Credit Canada, and Sobey's. Together, they aim to support the growth and success of start-up companies.

### Congratulations to Souper Troopers : 1st Prize - Food or Beverage Category

Souper Troopers offers a unique delicious shelf-stable chicken broth that satisfies the consumer demands and meets the food safety and quality standards. The chicken broth comes in an impressive light single-serving packaging, and the end-consumer would just need to add hot water. The outstanding organoleptic attributes of a traditional broth are offered in a shelf-life stable product that enables distribution, e-commercialization and a long retail life Souper Troopers showed not just a unique novel delicious shelf-stable product but also a great market understanding for business growth.

### Congratulations to The HealTea : 2nd Prize - Food or Beverage Category

Healtea selects combinations of key organic functional ingredients that provide a unique consumer experience. Healtea products follow the current market trends and demands, therefore they are organic, made in Canada, low-carb, plant-based, and caffeine -free. Healtea overcomes a historical technical challenge for herbal teas in cans that is to offer an acidified safe product in can with an impressive organoleptic profile. Moreover, Healtea is an environmental conscious brand that utilizes recyclables material for packaging.

### Congratulations to Spatula Foods: 1st Prize - Category Packaging, Technology or Service

Spatula offers a service that was missing in the current food culture of convenience, Spatula offers delicious frozen foods that are prepared much faster than other traditional meal kits. Spatula works with local restaurants and top local chefs to turn their recipes into gourmet flash frozen ready meals. Spatula offers a service that is half of the cost of food delivery, 5 times faster than traditional meal kits and products that are organoleptically outstanding.

Thank you to our Partners





# POST SHOW PRESS RELEASE SIAL CANADA 2023

## International Cheese Competition

Following its success in 2022 in Montreal, this competition dedicated to cheeses is back for its 3rd edition in Toronto. The jury, chaired by Gurth Pretty and composed of 18 cheese industry professionals, evaluated 231 cheeses from 8 countries in 25 categories. For a category to be eligible, 3 cheeses had to be presented. Thanks to the partnership with the Quebec dairy processors Council (Conseil des industriels laitiers du Québec, CILQ), a new category Artisanal Farmstead Cheese was also created to highlight cheeses made by dairy farmers from milk produced by their own herds. A special prize Best Artisanal Farmstead Cheese in Quebec has been awarded by the CILQ, among all the cheeses certified for the use of the term Farmstead Cheese in Quebec.



**Congratulations to the Grand Champion STONETOWN ARTISAN CHEESE LTD. from St. Marys with its WILDWOOD cheese which also won the Champion medal in the Firm Cheese category.**

### A word from Hans Weber, Owner of Stonetown Artisan Cheese.

"I am overwhelmed with joy at this win, it was completely unexpected. Jolanda and I are very grateful for the talents and skills of our cheesemaker and business partner, Ramon Eberle, a Master Cheesemaker from Switzerland. We are proud to share this cheese with the world."



Picture by Stonetown Artisan Cheese Ltd.\*

Thank you to our SIAL Cheese Partners



## Olive d'Or Contest

In its 17th iteration, the international extra virgin olive oil contest, Olive d'Or at SIAL Canada, brought together an expert panel of judges, chaired by olive oil aficionado, Christine Cheylan, alongside esteemed judges Fil Bucchino, Jennifer Thornton, and Karen Rapp. Following meticulous deliberations on the show floor during the event's opening day, the jury identified the top 15 standout extra virgin olive oils from a diverse pool of submissions by producers across the globe. These select oils were then bestowed with Gold, Silver, and Bronze awards in the Ripe Fruity, Light, Medium, Intense, and the newly introduced Aromatic categories. The competition celebrated the unity of 77 olive oils from 12 countries across four continents - Africa, North and South America, Asia, and Europe, providing a true global panorama of the industry. As an interactive addition to the event, visitors were treated to a sensory experience with guided olive oil tastings, facilitating a direct connection between the competitors' creations and the broader audience.

Thank you to our Partners



## A look back at our activities :

**SIAL Podcast** recently teamed up with **The Food Professor Podcast**, directed by Dr. Sylvain Charlebois and hosted by Michael LeBlanc, providing visitors with a dynamic live listening experience. The podcast series included an exclusive interview with the Quebec Minister of Agriculture, Fisheries and Food, André Lamontagne, alongside engaging and insightful discussions with SIAL Experts, SIAL competition winners, and industry innovators. The podcast recordings will soon be available for playback on our website, <https://sialcanada.com/en/sial-podcast/>

**La Cuisine by SIAL** presented by Doyon Després and in collaboration with WC&Co Brand Management and Samurai Media, featured renowned chefs who revisited and interpreted their "Own the Change" vision for a sustainable future fueled by new ideas, creative solutions and game-changing innovations. For the three days of the show, La Cuisine by SIAL area was buzzing with culinary experiences such as:

- Sustainable agriculture using ancestral practices was highlighted by Chef **Chuck Hughes** and **The Wild Basket**
- Maximizing profit & flavour for a cost-effective cooking, and How to cook with SIAL Innovation products were interpreted by Chef **Erica Karbelnik**
- A spotlight was also thrown on *Plant-focused eating* by Chef **Matthew Ravenscroft**
- **Taste USA**, in collaboration with **USDA**, offered its unique perspective with a variety of products sourced from the United States.

Ethnic cuisine held a prominent place in the discourse, revisited and interpreted traditionally, focusing on both nostalgic comfort food and modern, trendy fusions.

- Chef **Matty Matheson** recreated the renowned BBQ Brisket Banh Mi from Vietnam
- Chefs **Stefano Faita** & **Michele Forgione** brought alive authentic Italian essences
- And finally, Chef **János Székely**, representing the Hungarian Consulate General in Toronto and HEPA, guided us on a gastronomic voyage through Hungary, featuring a blend of hot-sweet-sour combination.

**Inspire Drink**, an enlightening program hosted by **Gail Gastelu** from The Tea House Times for the mornings sessions and **Jean-Sebastien Michel** from Alambika & Jesemi for the afternoons sessions, offered an immersive journey into the world of beverages. The multi-faceted event highlighted various aspects of the drink industry, from the art of tea and coffee tasting to the crafting of non-alcoholic cocktails. There was a special emphasis on innovative concepts like wellness infusions, functional beverages, and the use of super-powders. Unique foodie experience was also crafted through tea and cheese pairings, or chocolate combinations. Workshops on modern trends like the espresso martini and tech-forward mixology provided a glimpse into the industry's future. The event culminated



in a stimulating exchange of industry trends and trajectories, further enhancing the overall learning and networking experience.

# POST SHOW PRESS RELEASE SIAL CANADA 2023



**SIAL Cheese Workshops**, supported by **Dairy Farmers of Canada (DFC)** and **Dairy Farmers of Ontario (DFO)**, offered an immersive voyage into the cheese scape. Curated by **DFC's Cheese Ambassador, David Beaudoin**, these workshops highlighted the finesse of pairing Canadian cows' milk cheese with varied accompaniments. The grandeur of Ontario's cheesemaking tradition was celebrated through tastings of local international-style cheeses. The event also featured 'Champions Cheese Tasting' where participants had a chance to savor award-winning category Champions varieties. Moreover, a thought-provoking panel discussion shed light on the evolving trend of plant-based cheese 'fauxmages'. This gastronomic adventure was enhanced by inventive sessions of pairing cheese with beer and an array of nuts and dried fruits, merging flavors in exciting ways.

## Conferences

The conference program at SIAL Canada featured renowned experts covering a wide range of compelling topics. Discussions included the challenges and opportunities in Canada's growing ethnic market, new consumer habits in the food service and retail sectors, and the 2023 report on food and beverage trends. Thought-provoking sessions explored intergenerational dynamics, the future of food, supplier diversity, the future of alternative proteins, and regenerative practices in the food industry. The event concluded with excellent conferences on revolutionizing food innovation, the changing story of sustainability, the continued demand for organic products, and unlocking the power of Gen-Z and millennial consumers. These sessions provided valuable insights and fostered knowledge exchange for attendees.

**The Central Expert Hub** fostered connections and interactions with 13 recognized industry ambassadors, each with their specialized field of expertise. These seasoned professionals included B.K. Sethi (Ethnic), Carol Zweep (Packaging), Christine Cheylan (Olive Oils), Gail Gastelu (Tea), Gurth Pretty (Cheese), Isabelle Marquis (Sustainability), Jane Dummer (Health and Wellness), Jean-Sébastien Michel (Mixology), Jo-Ann McArthur (Innovation), Kim De Lallo (Organic), Linda Fox (Brand Marketing), and Vince Sgbellone (Foodservice). These experts delivered thought-provoking talks and engaged in insightful panel discussions as part of the SIAL Conferences program. In addition, they also participated in the SIAL Podcast, featuring a perceptive series hosted by The Food Professor.

## Hosted Buyer Program

The buyers program has once again achieved remarkable results! Close to 1000 meetings took place during the three-day show across our Hosted Buyer Lounge and the different meeting rooms, connecting more than 100 buyers and 300 exhibitors from 43 countries. Impressively, two-thirds of exhibitors believe that their meetings will result in future sales, while 100% of the buyers expressed their intention to participate in the program again next year. Notably, the program attracted prominent distributors from the United States following our partnership with IMEX, including ALDI, Royal Caribbean, Rema Foods, Sysco, Sprouts, Brad's Organic. We extend our sincere gratitude to our official partners: IMEX, OMAFRA, MAPAQ, UGI, TFO, Agriculture Canada, and EDC for their invaluable support.



SIAL Canada continues to be a driving force in shaping the future of the food and beverage industry, fostering innovation, and facilitating global collaboration. Our mission is to create a platform that connects businesses, sparks meaningful discussions, and propels the industry forward. We are proud to have brought together diverse stakeholders and provided a stage for showcasing breakthrough products, driving growth, and addressing the challenges of our time. According to Mr. Tony Melis, CEO of SIAL Canada, the success of SIAL Canada 2023 is a testament to the unwavering commitment and collaborative spirit of all involved, including stakeholders, exhibitors, and attendees.

"After a 4-year absence, it was great to be back in Toronto. The SIAL show floor was buzzing for 3 days – it seems Toronto is happy that SIAL is back also. The 20th Edition of SIAL Canada was delivered under extraordinary circumstances. This show was a success thanks to this fantastic team and the support of our partners, vendors and exhibitors. The success in Toronto has energized us all and we're already working on making SIAL 2024 even better. We look forward to seeing everyone May 15-17, 2024 at the Palais des Congrès in Montreal".

As we celebrate the accomplishments of SIAL Canada 2023, we are already eagerly looking ahead to future editions of the show. Building upon this success, we are confident that SIAL Canada will continue to drive innovation, foster business growth, and inspire the entire North American industry in the years to come.

**See you May 15 to 17, 2024, in Montreal at the Palais des Congrès for the 21th edition of SIAL Canada!**



## About SIAL Canada

SIAL Canada is an integral part of the SIAL network, the world's leading network of trade shows dedicated to the food industry, with 12 trade shows, bringing together +17,000 exhibitors and 700,000 trade visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the work of three organizations, all shareholders of the event: ADAQ (Association des détaillants en alimentation du Québec), Agri-Food Export Group Québec-Canada and Comexposium, in addition to receiving support from Agriculture Agri-Food Canada (AAFC), the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), as well as the United States Department of Agriculture (USDA).





# CONNECTING AT THE HEART OF THE FOOD INDUSTRY

The 21st edition of **SIAL Canada**, North America's agri-food business accelerator, concluded splendidly at the Palais des Congrès in Montreal on May 17th. This triumphant return, marked by a festive all-pink ambiance, reaffirms SIAL Canada's position as the flagship event of the agri-food industry in Canada.

## AN EAGERLY AWAITED AND, ABOVE ALL, SUCCESSFUL RETURN!

The latest edition of SIAL Canada was a resounding success, with nearly **800 exhibitors and brands** from **51 countries**, spanning an impressive area across two floors of the Palais des Congrès in Montreal. This edition was particularly exceptional as it celebrated the 60th anniversary of the SIAL network, providing an opportunity for industry stakeholders to reflect on six decades of innovations that have transformed the sector and to look forward together to the future. We extend our heartfelt thanks to all participants and partners for their contribution to this outstanding success. The event attracted a show floor traffic of over **24,000 industry professionals** from **75 countries**, with representation from every province in Canada.

SIAL Canada 2024 not only showcased a diverse range of commercial offerings but also drew a remarkable influx of visitors, comparable to what was seen in 2018 in Montreal. This unprecedented success reinforces SIAL Canada's position as a must-attend event for the agri-food industry, offering an unparalleled platform for innovation, business exchanges, and growth. We look forward to welcoming you to the next edition, which promises to be even more spectacular.

## KINGDOM OF MOROCCO, COUNTRY OF HONOR

We would like to express our special gratitude to the **Kingdom of Morocco**, our **country of honor** for SIAL Canada 2024 in Montreal. With nearly 20 Moroccan exporters, Morocco has brilliantly showcased the quality and sustainability of its agri-food and seafood products.

Moroccan companies presented a variety of products such as olives, confections, chocolate, cereals, seafood products, dates, snacks, pasta, couscous, capers, and aromatic herbs. The culinary demonstrations at the Moroccan pavilion allowed visitors to enjoy authentic dishes like tagines and traditional salads. Morocco is recognized for its sustainable practices and unique culinary heritage, making it a valuable commercial partner.

We warmly thank Morocco for its exceptional participation and commitment to strengthening international commercial relations at SIAL Canada 2024.

## INTERNATIONAL COCKTAIL AND SOSIAL PROGRAM

The International Cocktail of SIAL Canada 2024 enchanted guests on May 16th, celebrating the sensory richness of Morocco. Amid culinary discoveries and lively exchanges, this evening was the perfect meeting place for professionals from around the world. Over **460 professionals** gathered on the rooftop terrace of the Palais des Congrès in Montreal to participate in our exclusive annual event.

We took this exceptional opportunity to share our commitment to fighting hunger through our **SoSIAL program**. We are honored to have raised over \$20,000 to support our partner **Moisson Montréal**. This amount was generously matched by the **"Fight Against Hunger"** program, bringing the total donation to **\$40,000** for this 21st edition of SIAL Canada. Additionally, the Moisson Montréal team collected over **1800 kg** of food from Canadian exhibitors on May 17th, at the close of the show. We extend our heartfelt thanks to all our visitors and exhibitors who contributed to this cause!

This evening will remain etched in our memories as a perfect blend of enjoyment, generosity, and networking, celebrating the cultural and gastronomic diversity of the Kingdom of Morocco.

According to **Mr. Tony Melis, CEO of SIAL Canada**, the success of SIAL Canada 2024 reflects the unwavering commitment and collaborative spirit of all stakeholders, including partners, exhibitors, and visitors.

"For SIAL Canada, this year's show was a resounding success, filled with dynamic energy and a lively atmosphere. Celebrating Morocco as our Country of Honor added a rich cultural dimension that resonated with all attendees. The renewed conference format fostered engaging discussions and innovative ideas, setting a new standard for industry events. We extend our heartfelt congratulations to all the winners of the various SIAL competitions for their outstanding achievements. We are immensely grateful for the support and participation from exhibitors, visitors, and partners. As we look ahead, we are filled with excitement and anticipation for SIAL 2025 in Toronto, where we will continue to drive the food innovation industry forward".

A special thank you goes to **Christine Plante**, founder of Les Lauriers de la Gastronomie Québécoise, whose guidance and energy significantly contributed to the event's dynamism and success.

As we celebrate the achievements of SIAL Canada 2024, we are already looking forward with excitement to the next editions of the show. Building on this success, we are confident that SIAL Canada will continue to drive innovation, foster business growth, and inspire the entire North American industry in the years to come. **Join us at the Enercare Centre in Toronto from April 29 to May 1, 2025, for the 22nd edition of SIAL Canada!**

Thank you to our partners



# A LOOK BACK AT OUR 2024 CONTESTS



## SIAL INNOVATION

Montreal, May 15, 2024 - Precisely at 12:30 PM on the first day of the show, the SIAL Canada Innovation stage, set up this year in the grand Hall Viger, buzzed with excitement as the four grand winners of the prestigious SIAL Innovation contest were unveiled in the presence of enthusiastic visitors and journalists. It was a moment of anticipation and celebration!

For the 16th edition of the SIAL Innovation contest, **74 products** from **13 countries** were selected from **200 applications** by co-presidents **Isabelle Marquis** and **Xavier Terlet**. We thank the jury members and all participants for presenting remarkable innovations and congratulate the 10 finalists: **.pepper..field, ABC Emballuxe Inc., Aliments Bela Peko, Dear Goodness SARM, Kinsbrae Packaging, La Presserie, SAVO, Tertulia Brugge S.A, Tootsi Impex Inc., and WC&Co Brands Management.**

- Congratulations to **TERTULIA BRUGGE, S.A** for their product **EL GUSTO**, a single-use compostable coffee bag to be placed directly in the cup. Selected for its practicality and quality of execution, it allows for enjoying quality coffee anywhere.
- Congratulations to **Dear Goodness SARM** for their product **HUILE D'OLIVIA** and its range of olive oils created to complement specific dishes. Selected for the assembly of olive varieties chosen to match distinct dishes and for the detailed aromatic description provided for each reference.
- Congratulations to **La Presserie** for their line of **frozen, vacuum-sealed Asian-inspired soups** made from natural ingredients. Selected for the authenticity of the recipes and the product presentation in its skin pack packaging.
- Congratulations to **ABC Emballuxe Inc.** for their **reusable pizza box**, suitable for three sizes of pizza. This box was selected for its sustainable features and its design that accommodates different pizza sizes.

Thank you to our partners



## STARTUPS PITCH COMPETITION

On the second day of the show, at 10:30 AM, the highly anticipated pitch competition took place, featuring 13 startups from the Startup Village. The goal of SIAL is to support and highlight young entrepreneurs offering innovative solutions that combine commercial performance and environmental responsibility, with strong growth potential in the North American market. Thus, in front of a large audience, 10 startups in the Food and Beverage category and 3 in the Packaging, Technology, or Equipment category had 3 minutes to captivate the jury, chaired by Jordan LeBel, and present their concepts. We congratulate all the participants and thank our partners, Grocery Business and Pigeon Brands, for supporting entrepreneurial growth.

### Congratulations to Epic Tofu: 1st Prize - Food or Beverage Product Category

Epic Tofu stood out for its impact on the tofu category by introducing a missing ready-to-cook convenience. Additionally, the judges noted the coherence between the various elements of the brand strategy and its potential to attract new consumers to the category.

### Congratulations to Dunord: 2nd Prize - Food or Beverage Product Category

Dunord impressed the judges with its products made from dehydrated ingredients from the boreal forest and its efforts to reduce waste. The potential to attract different consumers, both in-home and out-of-home dining contexts, was appreciated by the judges.

### Congratulations to Maison Théir: 3rd Prize - Food or Beverage Product Category

Maison Théir surprised the judges by focusing on the gourmetization of a non-alcoholic sparkling tea-based beverage. The judges appreciated the research and development efforts behind this innovative product as well as the advancements it brings in terms of brand strategy and marketing.

### Congratulations to UpTaste: 1st Prize - Packaging, Technology, or Service Category

UpTaste offers an effective solution to the challenges faced by retailers and manufacturers. This solution, leveraging technological advancements, enables the collection of consumer behavior data and makes in-store tastings more accessible. The growth potential did not go unnoticed by the judges.

Thank you to our partners



## BEST CANADIAN CHEESEMONGER COMPETITION 2024

Supported by the Dairy Farmers of Canada, this first edition, hosted by Karyne Duplessis Piché, was a great success. Five talented candidates from three Canadian provinces (BC, QC, ON) were selected to participate in the competition on May 15, 2024, at the Palais des Congrès in Montreal. The event took place live in front of a jury and was encouraged by an enthusiastic audience. The candidates demonstrated their mastery, creativity, and knowledge in four demanding challenges: creating an artistic cheese platter on the theme "Cities of the World," a blind tasting, a persuasive presentation before the jury, and a knowledge test. The winner, Ms. Amélie TENDLAND from Laiterie Charlevoix (Quebec), will have the honor of representing Canada on the international stage in France in September 2025.

### Thank you to our jury members:

**President of the Jury:** Yannick Achim - **Jurors:** Caroline Bédard, Danny St Pierre, Elyse Rivera, Gurth Pretty, and Josie Krogh

### Thank you to the 5 candidates who participated in this 2024 edition:

Amélie Tendland, Anne Gauvreau-Sybille, Bryan Hackney, Pascal Fortin, and Sarah McNulty.

### Congratulations to the Grand Champion Amélie TENDLAND from Laiterie Charlevoix, QUEBEC

*"I am very proud to have participated in and won this demanding competition, which has highlighted the wonderful profession of cheese merchant. It was an intense and highly educational experience. It is with honor—and humility—that I will represent Canada next year at the Mondial du Fromage in Tours, France. I will spend the coming months preparing rigorously and passionately."*

The event concluded with a special **Happy Hour Poutine** event hosted by Conseil des Industries Laitières du Québec (CILQ) to celebrate the 60th anniversary of poutine. Cheese curds from Bergeron, Boivin, and Saputo were provided to visitors.

Thank you to our 2024 Best Canadian Cheesemonger Competition partners





# A LOOK BACK AT OUR 2024 ACTIVITIES

**SIAL Podcast**, for the third year, SIAL Canada welcomed The Food Professor Podcast, hosted by Dr. Sylvain Charlebois and Michael LeBlanc, to provide visitors with a dynamic live listening experience. The podcast series featured engaging and insightful discussions with SIAL experts, gold winners of the SIAL Innovation and Startups Pitch Competitions, and industry professionals such as Marc Vaucher from Scale AI and Jonathan Rodrigue from Still Good. The first podcast recordings are available [here](#).

**Inspire Drink**, an educational program hosted by SIAL Experts, partnered with experienced professionals to offer interactive workshops combining expertise, knowledge, and unique tastings around the world of beverages. The thematic mornings, led by Gail Gastelu from The Tea House Times, were dedicated to coffee with Robert Carter, President of the Coffee Association of Canada, and tea with Shabnam Weber, President of the Tea and Herbal Association of Canada, who respectively covered the production process and different terroirs. During the final morning, Kate Kendall, winner of the 2019 Tea Master Cup, demonstrated the art of Koridashi and cold infusion techniques. The afternoon sessions, hosted by Jean-Sébastien Michel from Alambika & Jesemi, were enriched by the participation of several industry actors to discuss innovation, exportation, communication, and trends in moderate alcohol consumption in restaurants. The event concluded with a discussion featuring the finalists in the Mixologist or Bartender of the Year category from the Gala des Lauriers de la Gastronomie Québécoise.

**SIAL To Go**, leveraging the shift towards "to go" for ready-to-eat meals, takeout, and delivery, presented an immersive journey showcasing trends, technologies, concepts, and innovations to help Canadian restaurateurs, convenience stores, and retailers seize this opportunity. To offer a modern ordering experience, AIRxTOUCH touchless interactive kiosks from INUI Studio were available, and Leav presented a mobile shopping platform. A thematic forum "To Go Food" related to this activation will be available online soon. Thank you to our partners HRImag, Détaillant Alimentaire, NielsenIQ, IGD, Bensadoun School of Retail Management (McGill University) and Doyon Després for their support in this project.

**SIAL Dairy**, formerly known as SIAL Cheese, expanded its offerings to include the full range of dairy products and provided dedicated educational sessions. Led by SIAL Dairy expert Gurth Pretty and accompanied by industry professionals, the sessions covered various topics to help visitors deepen their knowledge. Themes included ethnic dairy products, innovations in the dairy world in terms of marketing, programs, and products, the advantages and challenges of exporting dairy products across Canada and to international markets, and understanding the diversity and abundance of yogurts available. Additionally, the discovery of Canadian butter and spreadable cheeses was highlighted by David Beaudoin, ambassador of Dairy Farmers of Canada (DFC). These sessions provided a comprehensive learning experience, covering a wide range of essential topics in the dairy industry.

**The Central Expert Hub** facilitated connections with recognized industry professionals. This year, it innovated by bringing them together around targeted themes for 30-minute interactive sessions, inviting participants to ask their questions live and receive tailored advice. The experts included Bob Bauer (FDA Compliance), Carl Boutet (Tech Retail), Michi Furuya Chang (Food Health), Stéphane Crevier (Brand Strategy), Kim De Lallo (Organic), Robert Dion (Grocerant), Zeeshan Fazal (Export), Gail Gastelu (Tea), Jean-Sébastien Michel (Mixology), Jo-Ann McArthur (Food Marketing), Isabelle Marquis (Innovation), Louis Papineau (Packaging), Gurth Pretty (Dairy Products), Michel Rochette (Retail), and B.K. Sethi (Ethnic Products). These experts participated in insightful debates as part of the conference program or SIAL activities and were available for scheduled appointments via email for more in-depth exchanges.



## Renewed Conference Program: 10 thematic forums

Presented by Farm Credit Canada – FCC, the conference program introduced a new concept of 10 thematic forums, each composed of three sub-topics, promising an immersion into the latest trends, innovations, challenges, and issues in the agri-food sector.

The forums, presented by industry experts, covered a variety of topics. These included eco-design, eco-valorization to reduce food waste, best practices for front-of-package nutrition labeling, and an update on the Canadian Food Guide five years after its implementation. Other topics included the impact of geopolitics on supply chains, market development opportunities, and strategies to maximize innovation and combat retail crime. Artificial intelligence, technology, sustainability, and food marketing were also central to several conferences, providing an overview of the critical issues facing the agri-food sector.

These conferences will be gradually made available online throughout the summer on the SIAL website and YouTube channel for replay.

## Buyers Program

The SIAL Canada Buyers Program once again achieved remarkable results! Nearly **1,000 meetings** took place over three days, connecting over **140 buyers** and **400 exhibiting companies** from **58 countries**. Impressively, two-thirds of the exhibitors believe their meetings will lead to future sales, while 100% of the buyers expressed their intention to participate in the program again next year.

The program also attracted significant distributors from the United States thanks to our partnership with IMEX, including companies such as **KeHE, Sam's Club, Williams Sonoma, Rema Foods, Sysco, Nobu Restaurants, Fresh Market, and H-E-B**. We extend our sincere gratitude to our official partners: **IMEX, OMAFRA, MAPAQ, UGI, Agriculture and Agri-Food Canada, and EDC** for their invaluable support.

**This program continues to demonstrate its effectiveness by facilitating strategic connections and opening new market opportunities, thereby reinforcing SIAL Canada's position as a must-attend event for the global agri-food industry.**



For more information, visit [sialcanada.com](https://sialcanada.com)

Join us from April 29 to May 1, 2025, at the Enecare Centre in Toronto for the 22nd edition of SIAL Canada!

## ABOUT SIAL CANADA

SIAL Canada is an integral part of the SIAL network, the world's leading network of trade shows dedicated to the food industry, with 10 trade shows bringing together 16,700 exhibitors and 700,000 professional visitors from over 200 countries. Established in 2001, SIAL Canada is the result of the collaboration of three organizations, all shareholders of the event: ADAQ (Association des détaillants en alimentation du Québec), the Agri-Food Export Group Quebec-Canada, and the Comexposium company. Additionally, it benefits from the support of Agriculture and Agri-Food Canada (AAC), the Ministry of Agriculture, Fisheries and Food of Quebec (MAPAQ), the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), and the United States Department of Agriculture (USDA).



### EXHIBITOR CONTRACT

**"STANDARD RATE"**

#### COMPANY INFORMATION

#COM- _____			Company Name: _____		
Address: _____					
City: _____		Province / State _____		Postal code: _____	
Country: _____		Tel: _____		Website: _____	
Email: _____					
Logistics Manager _____			Surname: _____		First name: _____
			Tel: _____		Email: _____

#### YOUR INDUSTRY SECTOR Please indicate in which sector you wish to exhibit by checking one of the boxes below:

- SIAL FOOD
  Provincial Pavilion
  Dairy
  Grocery
  SIAL PACKAGING  
 International Pavilion
  Fresh market
  Beverage
  SIAL GROCCERANT

### CHOOSE ONE OF THE FOLLOWING 2 OPTIONS:

#### OPTION 1 - YOUR BARE SPACE

##### 1 - 100 SQ FT\* BARE SPACE

Number of Modules (100 sq ft)	qty	X	\$4 300.00	=	_____
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Not included: Walls, carpet, electricity, materials, and equipment. Please refer to stand decoration requirements. \*Booth area: 10 ft x 10 ft = 100 sq ft

##### 2 - NUMBER OF OPEN FACES (Optional):

- |   |     |   |            |   |       |
|---|-----|---|------------|---|-------|
| <input type="checkbox"/> 2 open faces - 200 sq ft min | qty | X | \$570.00   | = | _____ |
| <input type="checkbox"/> 3 open faces - 400 sq ft min | qty | X | \$740.00   | = | _____ |
| <input type="checkbox"/> 4 open faces - 800 sq ft min | qty | X | \$1 200.00 | = | _____ |

The number of aisles and the number of islands will be charged based on the actual layout (e.g., if 2 islands with 4 faces each = 2 x \$1200.00)

##### 3 - SELECTION OF REGISTRATION FEES (Mandatory):

REGULAR REGISTRATION FEES - \$589

- 2 exhibitor badges per 100 sq. ft.
- 50 visitors' invitation cards per 100 sq. ft.
- Access to your Exhibitor Space
- Free access to Conference Program
- Free registration to the Buyer's Program
- Access to participate in SIAL Innovation Awards (subject to criterias)
- Inclusion in digital Catalogue : **NEW\***
- Access to Web and and Mobile App : **NEW\***

GOLD REGISTRATION FEES \$1 000

- 5 exhibitor badges per 100 sq ft
- 100 visitor invitations per 100 sq ft (800 max)
- 2 invitations to the networking on the evening of the 2nd day
- 1 VIP pass for the exhibition
- Access to your Exhibitor Space
- Free access to Conference Program
- Free registration to the Buyer's Program
- Access to participate in SIAL Innovation Awards (subject to criterias)
- Inclusion in digital Catalogue : **NEW\***
- Access to Web and Mobile App : **NEW\***

\*Basic package inclusions detailed in Appendix 1

Co-Exhibitors Registration Fee (for pavilions only)	qty	X	\$589,00	=	_____
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## YOUR BOOTH DECORATION

Rigid partition walls and flooring are mandatory for each booth.

- We will order a customized booth directly from our official decorator GES.
- We have our own pop-up/umbrella stand. (A masking and carpet package will need to be ordered from our official decorator GES).
- We have our customized booth. (Booth plans to be approved by our logistics department)

## OPTION 2 - TURNKEY BOOTH PACKAGES - 100/200 sq ft only

- 100 sq ft (1 open face) or 200 sq ft (2 open faces) area
- Registration fees (Regular or Gold)
- Modular booth with counter and stools and electricity

- Gray aluminum structure
- White rigid panels
- White counter + gray stools\*
- Gray carpet
- Identification panel
- Shelves\*
- Rails with 3 spotlights\*
- Trash cans\*

- 1 1500W electrical outlet Assembly and disassembly

Quantity based on the ordered area



100 sq ft Space



200 sq ft Space

Choose one of the following options:

### TURNKEY BOOTH PACKAGE - 100 sq ft

- 1 Open side

- Regular registration \_\_\_\_\_ \$ 7 189.00
- Gold registration \_\_\_\_\_ \$ 7 600.00

- 2 Open sides

- Regular registration \_\_\_\_\_ \$ 7 759.00
- Gold registration \_\_\_\_\_ \$ 8 170.00

### TURNKEY BOOTH PACKAGE - 200 sq ft

- 2 Open sides

- Regular registration \_\_\_\_\_ \$ 13 459.00
- Gold registration \_\_\_\_\_ \$ 13 870.00

- 3 Open sides

- Regular registration \_\_\_\_\_ \$ 13 629.00
- Gold registration \_\_\_\_\_ \$ 14 040.00

Booth Name (to appear on the sign): \_\_\_\_\_

## OPPORTUNITIES ON NEW MOBILE APP ( package inclusions detailed in Appendix 1)

Ultimate package \_\_\_\_\_ \$ 1 450.00

Premium package \_\_\_\_\_ \$ 750.00

Add-on : Logo on the exhibitor page \_\_\_\_\_ \$ 480.00

Add-on : Lead-capture \_\_\_\_\_ \$ 425.00

Add-on : Exhibitors looking for an Agent \_\_\_\_\_ \$ 75.00

Add-on : Exhibitors looking for a distributor \_\_\_\_\_ \$ 75.00

## EXCLUSIVITY

Official SIAL Canada bag sponsor\* \_\_\_\_\_ X \$25,000.00

Official SIAL Canada lanyard sponsor\* \_\_\_\_\_ X \$20,000.00

Would you like to receive more information about sponsorships or opportunities to increase your visibility? \_\_\_\_\_

\*Design approval must be validated by SIAL Canada team.

A \$25.00 CAD processing fee will be added to the contract. All fees on this contract are expressed in Canadian Dollars, excluding taxes.

Contract Subtotal: OPTION 1 or OPTION 2 = \$ CAD (1)

OPPORTUNITIES Subtotal = \$CAD (2)

Processing Fee = \$25.00 \$CAD (3)

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	HST Tax x 13%	=	\$CAD (4)
	TOTAL CONTRACT AMOUNT (1+2+3+4)	=	\$CAD

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2

## GENERAL TERMS

Registration Form and General Conditions:

- The space is reserved upon receipt of payment; if payment is not received, the selected location may be assigned to another exhibitor.
- Once the booth is confirmed, cancellation is no longer permitted.
- If a change of location occurs, the terms outlined in Article 7 of the general sales conditions will apply.

### \*ALL SECTIONS BELOW ARE MANDATORY

I, the undersigned, hereby declare:

1. To be duly authorized by the exhibiting company to register it, conclude, and sign this registration form and bind it to the terms stipulated therein.
2. Certify that the information provided is accurate and complete, and undertake to keep it up to date.
3. To have read and be satisfied with the general terms and conditions of sale below.

I accept the general terms and conditions of sale.

#### Cannabis Regulation

I understand that it is strictly prohibited to possess, distribute in any way, exhibit, or promote any cannabis-based product or cannabis-related accessory on the SIAL CANADA 2025 site.

I confirm that I have read and accepted the cannabis regulation.

#### Canadian and International Companies: Resident or Non-Resident

Please check below what applies to your company:

I certify that the company is deemed resident in Canada and is registered with Canadian tax authorities

I certify that the company is deemed non-resident in Canada and is not registered with Canadian tax authorities.

#### Private Sector Personal Information Protection Act (Quebec):

By providing personal information, you consent to its collection, use, disclosure, storage, and processing by the Organizer, in accordance with the Private Sector Personal Information Protection Act (Quebec) and the Organizer's privacy policy, and acknowledge having read and understood it.

Yes, I consent.

## PAYMENT TERMS

100% at the signature

## PAYMENT METHODS

### BANK TRANSFER PAYMENT

- Bank: National Bank of Canada  
Account Holder: Expo Canada-France  
Swift Code: BNDCCAMM INT  
Account: CC0006 02091 / 11-903-22  
Address: 1265 chemin Du Tremblay Longueuil,  
QC, J4N 0G3, Canada  
For any bank transfer, a \$25 fee must be added to  
your payment.

### PAYMENTS BY CHECK / CREDIT CARD

- Payment by check made out to: Expo Canada France  
2120 Sherbrooke East, Suite 901, Montreal, Quebec H2K 1C3
- Credit Card  
 Visa  MasterCard  Amex

Credit Card Number Expiration Date

Cardholder Name

Signature

Name:

Position:

Signature :

Date :

SIAL Canada exhibit sales manager Name:







### GENERAL TERMS AND CONDITIONS

Subject to the terms and conditions herein, the undersigned company (hereinafter referred to as the "Exhibitor") hereby rents from Expo Canada France Inc. (hereinafter referred to as the "Organizer") exhibition space at SIAL Canada 2025 to be held from April 29<sup>th</sup> to May 1<sup>st</sup>, 2025.

#### 1. ACCEPTANCE OF THE TERMS AND CONDITIONS OF RENTAL AND SURFACE PLANNING

These General Terms and Conditions (the "General Conditions") shall apply to all exhibitors (hereinafter referred to as the "Exhibitor(s)") applying for admission to the Salon international de l'Alimentation (hereinafter referred to as "SIAL Canada"), organized by EXPO CANADA FRANCE INC. (hereinafter referred to as the "Organizer") taking place at the event site (hereinafter referred to as the "Site"). The Organizer's contact information is as follows: Head Office: 2120 Sherbrooke East, Suite 901, Montreal, Quebec, H2K 1C3 Telephone: +1 514-289-9669 or in Canada-USA +1 866-281 7425 (Toll-free) Fax: +1 514-289-1034 Website: www.sialcanada.com

SIAL Canada is reserved exclusively for professional visitors from the agri-food industry, as well as people who can demonstrate their involvement with the industry. Admission for these visitors is subject to a fee, set by the Organizer. Visitors aged 0 to 18 inclusively and pets, with the exception of school groups and guide dogs for the visually impaired, are at no time allowed on the Site. The Organizer does not provide on-site daycare. This applies to Exhibitors and visitors alike, without exception. By signing the application form, the Exhibitor declares that he has read these General Conditions, that he accepts them and that he is satisfied with them. The Exhibitor also undertakes to acknowledge the Exhibitor's Manual and the Conditions of Participation and Use of the Online Platform, and to comply with these three documents. In particular, the Exhibitor declares that he has read and understood the dates, location and times of SIAL Canada.

Admission to SIAL Canada implies the Exhibitor's full and complete acceptance of these General Conditions and all the documents referred to herein, and the Exhibitor waives the right to invoke any contradictory document, including, but not limited to, its own general terms and conditions of purchase. Any amendment or restriction made by the Exhibitor, in any way whatsoever, to these General Conditions or to any of the documents referred to herein shall be considered null and void. Furthermore, it is expressly specified that the Exhibitor's admission to SIAL Canada shall in no way oblige the Organizer to admit the Exhibitor to SIAL's future events, nor shall it confer upon the Exhibitor any right of reservation or priority in this respect.

#### 2. APPLICATION TO EXHIBIT

Any application to exhibit at SIAL Canada, whether submitted on paper or online, is subject to prior review by the Organizer, which has sole discretion to approve the application. During this preliminary review, the following criteria will be assessed and verified, without this list being exhaustive:

- the applicant's solvency;
- the compatibility of the applicant's activity with the SIAL Canada nomenclature;
- the compatibility between the applicant's products and services and SIAL Canada's positioning;
- the neutrality of any message the applicant may convey regarding SIAL Canada.

Any form of advocacy or militancy that could interfere with the orderly management of SIAL Canada is strictly forbidden. Any application form submitted by an applicant who has outstanding debts to the Organizer and/or is in legal dispute with the Organizer will not be considered. Unless the Organizer refuses the

application form within one (1) month of its receipt by mail or email, the signature of the paper or electronic application form constitutes a binding and irrevocable agreement on the part of the Exhibitor to pay the full rental and registration fee for SIAL Canada. In the case of an online request to reserve floor space on the SIAL Canada website, the Exhibitor must, in addition to registering, pay a deposit (or the full amount, depending on the reservation date) for the floor space reserved, in accordance with Article 4 hereof.

The rejection of an application form is a discretionary decision of the Organizer, for which the Organizer is not required to provide any explanation and shall not give rise to any claim for damages. The Organizer reserves the right not to process floor space reservation requests sent or validated online after the set registration deadline. After this deadline, the Organizer does not guarantee the availability of the floor space offered.

#### Regular rental and registration fees for individual exhibitors, pavilion organizers, collective direct and/or co-exhibitors when participating in a physical event:

##### Regular Package and registration fees include:

- 2 badges exhibitor per 100 sq ft
- 10 visitor invitations per 100 sq ft
- Listing on the online exhibitor list
- Free registration for the buyer program
- Free registration for conferences during the exhibition
- Access to your Exhibitor Space
- Right to participate in SIAL Innovation (subject to criteria)
- Listing in the digital catalog : NEW
- Access to mobile application and web: NEW

##### Gold Package and registration fees include:

- 5 exhibitor badges per 100 sq ft
- 100 visitor invitations per 100 sq ft
- 2 invitations to the networking evening on the 2nd day
- 1 VIP pass for the exhibition
- Listing on the online exhibitor list
- Free registration for the buyer program
- Free registration for conferences during the exhibition
- Access to your Exhibitor Space
- Right to participate in SIAL Innovation (subject to criteria)
- 1 press release on our website (to be provided by the exhibitor)
- Listing in the digital catalog : NEW
- Access to mobile application and web: NEW

##### Fees for represented brands:

Represented brands are products and services exhibited by a individual exhibitor and/or co-exhibitor and/or direct collective whose brand representatives are not physically present on the floor space.

#### 3. INVOICING TERMS

All prices indicated on documents issued by the Organizer or on the SIAL Canada website are in Canadian dollars and are exclusive of taxes. In accordance with legal and regulatory provisions applicable to the sale of products and services, prices will be subject to sales tax at the applicable rate for Canadian resident corporations. Non-Canadian resident corporations will generally not be taxed on registration and exhibit space fees, except to the extent required by applicable tax laws, including the *Excise Tax Act*.

Exhibitors will automatically be charged a general management fee of CAD 25 +tx upon registration. The billing for open sides will be reviewed according to the final layout of the company's floor space.

#### 4. PAYMENT TERMS

Payment of the amounts contractually owed by any Exhibitor registered for a physical participation (the "Total Amount Due") is made on the due dates and according to the terms set out below:

##### "Rebooking Rate" (until May 31<sup>st</sup>, 2024) payment terms:

- 25% before June 30<sup>th</sup>, 2024
- 25% by September 30<sup>th</sup>, 2024
- 50% by November 30<sup>th</sup>, 2024

##### Consideration period until June 30<sup>th</sup>, 2024

##### "Early Bird" rate (before November 1<sup>st</sup>, 2024) payment terms:

- 50% at the time of application submission
- 50% by December 31<sup>st</sup>, 2024

##### The full amount of the signed agreement is due at the withdrawal deadline.

##### "Standard Rate" (after November 1<sup>st</sup>, 2024) payment terms:

- 100% on registration by cheque, bank transfer or credit card. This sum will be reimbursed by the Organizer if the applicant is not admitted to exhibit.

##### A fee of CAD 25 +tx is charged for payment by bank transfer.

All other space applications placed after the Exhibitor has registered are payable to the Organizer in full on the date of the order, in Canadian dollars. If the 1<sup>st</sup> instalment is not paid by the date indicated in accordance with the above payment terms, the Exhibitor's "Early Bird" rate will be directly withdrawn, and the Exhibitor will be invoiced at the regular rate.

Payment of the sums contractually due by any Exhibitor registered for a participation is payable at 100% upon registration. All amounts due under the signed contract are payable in full past the withdrawal deadline.

#### 5. PAYMENT – LATE PAYMENT OR DEFAULT

Any amount due and unpaid by the due date shown on the invoice will automatically incur interest at a rate of 15% per annum calculated monthly (1.25%/month), starting the day after the due date shown on the invoice. It is specified that this compensation shall not limit the amount of other incurred costs by the Organizer for the purpose of recovering its invoice. Floor space will not be made available to Exhibitors until the outstanding balance has been paid. In the event of failure to pay the outstanding balance by the due date, the Organizer reserves the right to dispose of the floor space concerned and/or may prohibit the Exhibitor from occupying the reserved site; the full amount of the invoice remains payable to the Organizer in any event.



### 6. MODIFICATION OF REQUESTED FLOOR SPACE OR OF THE VIRTUAL PACKAGE ORDERED

Any request to modify the floor space requested must be made in writing to the Organizer, with the date of receipt of the request serving as proof for the application of the provisions described below. For any change in floor space, the Exhibitor will benefit from the rate in force on the date of the request. In the event of a reduction in floor space, 100% of the initial reservation will be due.

### 7. WITHDRAWAL BY THE EXHIBITOR

Any cancellation by the Exhibitor must be sent to the Organizer in writing. In the event of total or partial cancellation (reduction in floor space) by the Exhibitor of its application to exhibit at SIAL Canada, on any date whatsoever and for any reason whatsoever, the following terms and conditions shall apply:

- In the event of cancellation, any amounts already paid shall be retained by the Organizer, and any amounts remaining due shall become immediately payable, even if the floor space is subsequently rented to another exhibitor. In addition, the Exhibitor will be required to settle all other outstanding invoices, including orders for additional services.
- Should an Exhibitor fail to occupy its floor space twenty-four (24) hours prior to the opening of SIAL Canada, for whatever reason, the Organizer may consider that the Exhibitor has cancelled its attendance at SIAL Canada and the above conditions will apply. This includes failure to obtain entry visa(s) to Canada for any or all of the Exhibitor's booth staff or personnel. In this regard, the Exhibitor expressly waives the application of article 2125 of the *Civil Code of Québec*.

### 8. LIABILITY AND INSURANCE

Exhibitors are responsible for their employees, agents, suppliers and contractors and for the latter's employees or agents during their presence on the Site and at SIAL Canada and must, namely, ensure payment for their services in accordance with applicable laws and regulations.

The Organizer shall not be liable for any loss or damage caused by the Exhibitor to its employees or to third parties, nor for any loss or damage to the Exhibitor's property, nor for any theft of the Exhibitor's property, including during installation and dismantling. Consequently, the Exhibitor undertakes to underwrite before the scheduled date of installation of SIAL Canada and to maintain the insurance policies necessary for its activity during SIAL, including during the periods of installation and dismantling, including personal injury and death, theft and fire as well as against any liability that may arise therefrom for at least two million Canadian dollars (CAN\$2,000,000), which policies must satisfy the Organizer. The Organizer may request the Exhibitor to provide proof of such insurance by forwarding a copy of such insurance to the Organizer, together with proof of payment of the premium for the duration of SIAL Canada, covering the installation and dismantling periods, within thirty (30) days of signing the application form. The Exhibitor agrees to indemnify and hold harmless the Organizer from and against any and all liability for damages, claims, judgments and legal expenses resulting from loss of or damage to property and/or to third parties, as well as from injury to or death of persons, in connection with the use of the Exhibitor's floor space.

The Exhibitor agrees to comply with the rules and regulations embodied in the province's Occupational Health and Safety Act, and the Organizer may require the Exhibitor to provide proof of compliance within thirty (30) days of signing the application form.

### 9. SUBLETTING / CO- EXHIBITOR(S)

The Exhibitor may not advertise, in any form whatsoever, for non-exhibiting companies. The Exhibitor is also prohibited from transferring or subleasing all or part of the assigned floor space without the prior written approval of the Organizer. In the event of acceptance by the Organizer, the Exhibitor must pay a special rental and registration fee for each company present on the floor space, prior to the installation period. The Exhibitor guarantees that the companies present on his floor space comply with these General Conditions, the Exhibitor's Manual and the Conditions of Participation and Use of the Online Platform. The Exhibitor shall be liable for any breach of these General Conditions by companies exhibiting on his floor space.

The Exhibitor also indemnifies the Organizer against any and all claims, disputes, liabilities, judgments and disbursements that may arise from the companies present on the Exhibitor's floor space pertaining to their participation in SIAL Canada.

### 10. FLOOR SPACE

Information on the installation and dismantling of floor spaces can be found in the Exhibitor's Manual. The floor space and booth number assigned by the Organizer to the Exhibitor will be provided by means of a floor plan at a time determined by the Organizer. The Exhibitor will take possession of his floor space according to the schedule assigned by the Organizer. All floor space must be kept clean and pristine at all times. Packaging or any object not directly related to the presentation of products must be kept out of sight. At least one representative of the Exhibitor must be present on the floor space at all times during the opening hours of SIAL Canada, and the Exhibitor may not dismantle or remove his products before the closure of SIAL Canada.

#### a) Floor Space Planning

Preparation of the floor space is at the Exhibitor's expense. The Exhibitor must comply with the opening and closing schedules indicated in the Exhibitor Manual, and no deliveries or pick-ups of goods may be made in the building during the show exhibition hours.

The Organizer shall inform the Exhibitor of the measurements as accurately as possible. However, it is the Exhibitor's responsibility to have these measurements verified prior to setting up the floor space. The Organizer cannot be held responsible for any discrepancies between the dimensions indicated and those actually verified on site. The Exhibitor must respect the measurements actually verified on site; otherwise, if, in the opinion of the Organizer, he causes prejudice to his neighbor, he must modify his installation or pay the Organizer the necessary costs to modify his installation. Exhibitors with pop-up style umbrella stands must rent partitions in order to respect the general ambiance established in SIAL Canada's architectural rules. In all cases, hard partitions and flooring are mandatory.

Products must be displayed only within the confines of the floor space, in such a way as not to intrude on the aisles or cause any inconvenience to neighboring Exhibitors. In the event of infringement, the Organizer may have the products and equipment removed at the expense of the offending Exhibitor.

Exhibitors must create an ambience appropriate to the products they are displaying, and pay special attention to the overall appearance of their floor space. Equipment and products must be fireproof and aesthetically organized.

Exhibitors must comply with the maximum heights for floor spaces and displays set by the Organizer and detailed in the Exhibitor Manual.

All Exhibitors must have their floor space and equipment layout plan validated by the Organizer, within the deadlines specified by the Organizer, either directly or through an outside service provider chosen by the Organizer. Once approved, this plan cannot be modified.

#### b) Reassignment of Exhibit Space

The Organizer reserves the right to modify the exhibition locations as shown on the floor plan, at its sole discretion and in the best interests of the tradeshow, without any right of recourse or compensation for the Exhibitor.

#### c) Use of floor space - Compliance with laws and regulations

The Exhibitor undertakes to comply with all legal and regulatory requirements applicable to its activities and/or to the activities and services it wishes to develop as part of its participation in SIAL Canada. In this regard, the Exhibitor must make all mandatory declarations and obtain all required authorizations or permits, to ensure that the Organizer cannot be prejudiced in any way. The Exhibitor also undertakes not to cause any inconvenience (sound, smell or other) to neighbouring Exhibitors, nor to interfere with the organization of SIAL Canada.

#### d) Good Condition

Unless otherwise stated, the premises and equipment made available to the Exhibitor by the Organizer are deemed to be in good condition. The premises and/or the equipment provided as part of the floor space installation must be returned to the Organizer in good condition. The Organizer is liable for any damage caused to the premises or to the floor space occupied, which is observed when the floor space is handed back.

#### e) Failure to Dismantle

If the Exhibitor fails to remove his exhibition material at the designated time, the Organizer may, at the Exhibitor's expense, remove the material and store it and/or ship it out using the exhibition's official carrier, at the Exhibitor's expense, and without any liability on the part of the Organizer.

### 11. ADMITTED PRODUCTS, BRANDS AND SERVICES

Only products in the directory shown on the Organizer's website will be admitted. Although priority will be given to products when space is available, specific services related to the above-mentioned products may also be admitted. The Exhibitor may only display on his floor space the products, brands and services admitted as listed in his application form or in his online floor space reservation request. The Exhibitor declares and guarantees that he is the owner of the intellectual property rights relating to the products or services presented on his floor space, or that he has been authorized by the owner of these rights to present these products, brands or services on his floor space. The Exhibitor certifies that the products or services presented comply with the safety standards imposed by the regulations in force, and assumes full responsibility for any defects in said products or services, without the Organizer being held liable.

A represented brand is a brand distributed by a individual exhibitor, direct collective and/or co-exhibitor declared at the show. The represented brand is not represented by a physical representative during the tradeshow, and only the individual exhibitor, direct collective and/or co-exhibitor are authorized to represent this brand at the tradeshow. Only companies that have paid the fee of CAD 70 per declared brand will be authorized to exhibit these brands.

The fee of CAD 70/brand applies to the first 5 registered trademarks, the 6<sup>th</sup> and subsequent ones being free of charge.

### 12. INTERNET AND VIRTUAL SERVICES

The Exhibitor is solely responsible for the content of the information he/she provided and intended to be posted on the SIAL Canada website or virtual platform, particularly concerning products and/or services, characteristics and performance. Texts, logos, illustrations, photographs and visuals, products and brands are displayed under the sole responsibility of the Exhibitor, who bears sole responsibility for any reproduction rights. The Exhibitor hereby warrants the Organizer against any claim by a third party, whether in or out of court.

### 13. INVITATION CARDS AND EXHIBITOR BADGES

Invitation cards may only be used to invite professional visitors from the agri-food industry. They may not be used for members of the Exhibitor's team. Invitation cards and Exhibitor badges may not be reproduced or resold, under penalty of prosecution and sanctions. In this respect, the Organizer reserves the right to confiscate invitation cards and badges whose fraudulent use (resale, reproduction, theft or other) has been brought to its attention. Only Exhibitor badges may be used for members of the Exhibitor's team.

### 14. DEMONSTRATIONS & EVENTS

#### a) Demonstrations

Demonstrations on stages elevated above the original floor level are forbidden. Demonstrations using microphones, public address or solicitation of any kind are strictly forbidden. The total or partial closure of floor spaces during SIAL Canada opening hours, and in particular during any demonstration, is forbidden without prior written authorization from the Organizer.

#### b) Events

Any attraction, show or animation within the floor spaces must be authorized beforehand by the Organizer. To this end, the Exhibitor must present a precise proposal (equipment and sound source used, type of animation, etc.). In all cases, the Exhibitor must comply with provincial and municipal noise legislation in force at the time.

Demonstrations and events must not in any way interfere with neighbouring Exhibitors, the flow of circulation or, in general, the orderly operation of SIAL Canada, failing which the authorization granted may be revoked without further notice.

### 15. ADVERTISING

All illuminated or audible advertising must comply with SIAL Canada's decoration regulations and be subject to the Organizer's prior written approval. Such approval will be granted provided that the advertising in no way constitutes a nuisance to neighbouring Exhibitors, to the flow of circulation, or, in general, to the orderly operation of SIAL Canada, failing which approval may be withdrawn without further notice. The distribution of flyers, vouchers and other printed material is strictly forbidden in the aisles and on public or common premises. The only authorized distribution of flyers, vouchers and other printed material relating to the products and services exhibited is within the Exhibitor's floor space. Opinion surveys are forbidden except with the prior written authorization of the Organizer.

### 16. COUNTERFEIT

The Exhibitor must ensure the protection and ownership of the intellectual and/or industrial property of the products, services, equipment and brands exhibited, in accordance with the legal and regulatory regulations prevailing at the time, the Organizer being held harmless in this respect, in particular in the event of a dispute with another Exhibitor. In the event of counterfeiting duly

established by a court ruling, regardless of its date, the Organizer may require the Exhibitor to comply with the ruling.

Should the Exhibitor fail to do so, the Organizer reserves the right to deny admission or to apply the sanctions provided for herein, without the Exhibitor being entitled to claim any compensation whatsoever.

### 17. DISCLOSURE

Exhibitors wishing to broadcast music on their floor space must inform the Organizer in writing beforehand. It is also hereby specified that the Exhibitor is solely responsible for compliance with intellectual property rights relating to the broadcasting of music on his floor space. Consequently, the Exhibitor must comply with all formalities required by organizations representing authors, artists and craftsmen, wherever they may be located. The Exhibitor warrants the Organizer against any action and/or claim by any third party arising from the Exhibitor's failure to fulfill its obligations in this respect.

### 18. PHOTOGRAPHY / BRANDS

The Exhibitor expressly authorizes, at no cost, the Organizer or any other organizer belonging to the SIAL GROUP:

- to produce, if he so wishes, photos and/or films representing him and his team members, as well as the products displayed on his floor space;
- to use these images freely in all media, including advertising (including the Internet), in Canada and abroad, for a period of five years from the date of signing the application form;
- to quote and reproduce free of charge its trademark, company name, trade names or product names, as a commercial reference for the needs of its communication, on all media (including the Internet), both in Canada and abroad, for a period of five years from the date of signing the application form.

The Exhibitor who does not wish all or part of his floor space or one of the elements represented therein (logo, brand, model, etc.) or certain members of his team to appear on films and/or photographs and/or the Internet media used for the promotion of SIAL Canada must give prior written notice to the Organizer before the opening of SIAL Canada. In addition, Exhibitors wishing to film or shoot SIAL Canada must inform the Organizer in writing beforehand. In this regard, the Exhibitor must obtain the necessary authorizations for filming within the confines of SIAL Canada, and will be solely responsible for compliance with the image rights granted to each Exhibitor and its employees.

### 19. SHOWGUIDE

Only the Organizer has the right to publish, or have published, and to distribute the SIAL Canada showguide. The information required for the showguide will be supplied by the Exhibitors under their sole responsibility, in a non-handwritten format and within the deadlines requested by the Organizer. The Organizer will not be held responsible for any omissions, errors in reproduction, formatting or other errors that may occur.

### 20. INTELLECTUAL PROPERTY OF THE ORGANIZER

It is specified that any element of the Organizer's intellectual and industrial property brought to the attention of the Exhibitor in the context of the exhibition's organization remains the exclusive property of the Organizer.

The Exhibitor thus refrains from using, in any way whatsoever, any element of the Organizer's intellectual and industrial property, without its prior written consent.

### 21. REGULATIONS

Exhibitors are required to be aware of and comply with all laws and regulations in force at the time SIAL Canada is held, enacted by the government authorities having jurisdiction over the Site, its layout and the business conducted there, or by the Organizer or the owner of the Site, in particular the ban on smoking in public places and fire, safety and health regulations. The Exhibitor must comply with the regulations and collective agreements of the trade unions with jurisdiction over the Site. The Organizer will prohibit the use of floor spaces that do not comply with said regulations, laws and collective agreements.

The Exhibitor agrees to obtain, at its own expense, any required licenses or permits, including but not limited to those issued by government agencies, trade or industry associations and any other third party, pertaining to the operation of its trade or business activities during the show.

### 22. EXHIBITOR'S MANUAL

All information concerning the details of the Exhibitor's participation at SIAL Canada will be provided, after the floor space has been allocated, in the Exhibitor Manual sent to each participant or accessible on the SIAL Canada website. The Exhibitor also undertakes to comply with all regulatory safety and preventive measures, customs formalities and floor space layout requirements.

### 23. CUSTOMS

It is the responsibility of each Exhibitor to complete all customs formalities applicable to materials and products imported from abroad. The Organizer cannot be held responsible for any inconvenience arising from these formalities. The Exhibitor hereby waives all rights of recourse and/or claims in this respect, and shall indemnify the Organizer for any prejudice he may suffer as a result of non-compliance with the necessary customs formalities.

### 24. FORCE MAJEURE: CANCELLATION, RESCHEDULING OR HOLDING OF SIAL CANADA

24.1 Subject to paragraph 24.2, in the event of force majeure, the Organizer may, at its sole discretion, cancel or postpone the physical holding of SIAL Canada. The Organizer will notify Exhibitors without delay.

Force majeure is an unforeseeable and irresistible event over which the Organizer has no reasonable control, which makes it illegal or impossible to physically hold SIAL Canada. Among others, the following events will be considered as force majeure:

- Events qualifying as such under Canadian and Quebec case law;
- Fire, riot, act of terrorism, total or partial strike, lockout, explosion, flood, storm, lightning, pandemic, epidemic, closure of borders or airports, interruption or restriction of airport services, prohibition by a government authority of assembly activities similar to SIAL Canada;

As well as, and whatever their cause, the events making it impossible to operate the Site listed below:

- Damage to technical equipment making it impossible to operate the Site;
- Decision by an administrative authority to close or take over the Site.

In the event of cancellation of the physical holding of SIAL Canada by the Organizer, the Organizer shall not be

considered to be in default in the performance of its obligations and its sole responsibility shall be to reimburse the Exhibitors for the amounts they have then paid in accordance with Article 4 hereof less a management fee of fifteen percent (15%) on the Total Due Amount they were required to pay (the "Management Fee"). If the Exhibitor has not paid the amounts required under Article 4 hereof to reach its Management Fee amount, such Management Fee or the balance of the Management Fee shall be payable by the Exhibitor upon receipt of an invoice to that effect, which the Exhibitor expressly accepts and acknowledges. At the Exhibitor's option, the amount to be reimbursed, if any, may be retained by the Organizer for the purposes of the next edition of SIAL Canada.

In the event that SIAL Canada is postponed by the Organizer to a later date, these General Conditions shall remain in full force and effect for the new dates, which the Exhibitor expressly accepts and acknowledges.

Notwithstanding this postponement, if the case of force majeure persists, the Organizer shall have the right, at its sole discretion, to cancel the physical holding of SIAL Canada. The Organizer will then notify the Exhibitors without delay, and the provisions of the preceding paragraph will apply. In the event of cancellation or postponement of SIAL Canada by the Organizer, at any time whatsoever, the Exhibitor shall not be entitled to any compensation or indemnification. The Exhibitor expressly waives any claim whatsoever against the Organizer.

**24.2** Notwithstanding the provisions of paragraph 24.1, in the event of force majeure as described in paragraph 24.1, the Organizer may, at its sole discretion, hold SIAL Canada virtually only. The Organizer will then notify Exhibitors without delay. In such a case, these General Conditions shall be maintained in their entirety and the Organizer shall not be considered to be in default in the performance of its obligations, its sole responsibility being to maintain the registration of the Exhibitors, who shall be allocated a regular virtual stand, and to reimburse the latter for the sums they have then paid in accordance with Article 4 hereof less the rate then in force for such stand (the "Rate"). If the Exhibitor has not paid the amounts required under Article 4 hereof to reach the Rate, this Rate or the balance of the Rate shall be payable by the Exhibitor upon receipt of an invoice to this effect, which the Exhibitor expressly accepts and acknowledges.

### **25. CANCELLATION OF SIAL CANADA BY THE ORGANIZER**

If less than fifty percent (50%) of the available floor space has been reserved by Exhibitors, the Organizer shall have the right, at its sole discretion, to cancel SIAL Canada. The Organizer will notify Exhibitors without delay.

In such a case, the Organizer's sole responsibility is to reimburse Exhibitors for the sums they have paid in accordance with Article 4 of the present contract, which the Exhibitor expressly accepts and acknowledges.

In the event of cancellation of SIAL Canada by the Organizer, at any time whatsoever, the Exhibitor is not entitled to any compensation or indemnity. The Exhibitor expressly waives any claim whatsoever against the Organizer.

### **26. ORGANIZER'S LIABILITY**

The Organizer is exempt from any liability for disturbances of use and commercial prejudice that may be suffered by Exhibitors for any reason whatsoever.

The Organizer makes no representations or warranties, express or implied, as to the number and nature of Exhibitors and/or visitors who will visit the tradeshow, or as to any other consideration.

### **27. CONFIDENTIALITY AND PERSONAL INFORMATION**

SIAL Canada collects, uses, communicates, stores and processes personal information (information that directly or indirectly identifies a person) in accordance with the *Act respecting the protection of personal information in the private sector* (Quebec) and its privacy policy, which is available on our website at the following link: <https://sialcanada.com/en/privacy-policy/>. By providing us with such personal information, the Exhibitor consents to it being processed by SIAL Canada in accordance with this Act and this privacy policy, which the Exhibitor acknowledges having read and understood. Furthermore, the Exhibitor undertakes to obtain the consent of any third party before disclosing any personal information concerning such third party.

### **28. WAIVER**

The Exhibitor expressly waives the provisions of article 2125 of the Civil Code of Québec, RLRQ c CQC-1991.

### **29. CLAIMS AND DISPUTES - APPLICABLE LAW - JURISDICTION**

All claims must be made by registered mail with acknowledgement of receipt within ten days of the closure of SIAL Canada. The parties will endeavour to settle amicably and as quickly as possible any dispute that may arise between them concerning the interpretation and/or execution of the application form, these General Conditions, the Exhibitor Manual and the Conditions of Participation and Use of the Online Platform. Any dispute which cannot be so resolved shall be interpreted and governed in accordance with the legal provisions applicable in the Province of Quebec (Canada), including the federal laws of Canada applicable therein, and the parties irrevocably consent to the jurisdiction of the courts of the judicial district of Montreal, Province of Quebec, to adjudicate any such dispute. In the event of a dispute or difference between the French and English texts of these General Conditions, the Logistics Guide and the Conditions of Participation and Use of the Online Platform, the French text shall prevail.

### **30. NO WAIVER**

Any tolerance on the part of the Organizer with regard to the Exhibitor's failure to perform, or improper performance of, any of the provisions hereof shall under no circumstances, regardless of its duration or frequency, give rise to any right whatsoever for the Exhibitor, be interpreted as a waiver or tacit consent, nor modify in any way whatsoever the nature, scope or conditions of performance of the Exhibitor's obligations.

### **31. INVALIDITY**

If one or more of the provisions herein are held to be invalid or declared as such in application of a law, regulation or following a final court ruling, the other provisions shall retain all their force and scope.

### **32. SANCTIONS**

In the event of a breach of these General Conditions, the Exhibitor's Manual and/or the Conditions of Participation and Use of the Online Platform, the Organizer may, after unsuccessful formal notice, immediately close the floor space and forbid the Exhibitor to enter, without the Exhibitor being entitled to claim any financial or material compensation from the Organizer. The costs incurred by the Organizer's intervention (bailiff's fees and costs relating to closure) will be charged to the Exhibitor. As soon as an infringement has been reported, the Organizer will be entitled to cancel the Exhibitor's application form without prejudice to any damages that may be claimed from the Exhibitor, and will immediately resume unrestricted use of the rented floor space. As a consequence of the foregoing, the Organizer will also be entitled to refuse the Exhibitor admission to any of the shows organized by it for a period of three years.

### **33. EARLY TEAR DOWN**

The Exhibitor agrees not to take down any displays or remove any merchandise during the duration of the Show. All displays must remain in place until the final closing hour on the last day of the Show (Thursday, May 1st, 4:00 PM). Dismantling early compromises the safety of all exhibitors and attendees and infringes upon other exhibitors' rights to conduct business within their allotted time. SIAL Canada reserves the right to prohibit early packing by issuing fines and/or revoking future privileges such as (but not limited to): selection of a preferred location, early booth access, and priority on exclusive marketing opportunities. Furthermore, the Exhibitor agrees to dismantle their display and remove all equipment from the Show site by the final move-out day (Friday, May 2nd, 3:00 PM). Should the Exhibitor fail to comply or fail to restore the allocated space to its original condition at move-in, the Exhibitor agrees to cover any additional costs and expenses incurred by SIAL Canada.