

Canada's Leading International Food Show

VISITORS

22,000 from 60 countries

EXHIBITORS

1,300 from 60 countries

VISITORS BY INDUSTRY SEGMENT



CATEGORIES WITH GOOD SALES POTENTIAL

-  Cheese
-  Organics
-  Confectionary
-  Snack Foods
-  Ethnic Foods

CANADIAN MARKET FACTS

- 20,108** Grocery Stores
- \$73 Billion** Retail Food & Beverage Sales
- 166,000** Food-Service Points of Sales
- \$75 Billion** Food-Service Sales
- 8,300** Agri-Food Processors

KEY CANADIAN RETAILERS IN ATTENDANCE



Top Reasons to Exhibit

- The United States exported \$16 billion of high-value, consumer-oriented products to Canada in 2017, roughly 80 percent of the total value of U.S. exports to Canada.
- SIAL Canada is the ONLY Canadian food show dedicated to the retail, food-service and food processing sectors.
- Canada provides an excellent opportunity for new-to-export small and medium-sized companies.



SIAL Canada has been absolutely wonderful for us. We look forward to working with new distributors we have identified during the show. It has been excellent!

Kathy Formella, Owner, E. Formella & Sons



USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

Benefit from the Prestige and Visibility of the USA Pavilion

Exclusive USA Pavilion Services and Amenities



A highly desirable **central location** on the show floor.



A fully-assisted, exhibitor-friendly process from registration through show dates from IMEX Management staff in the **U.S. and on-site in Montreal.**



The prestige and visibility of the USA group stand, a **focal point for visitors** and trade press.



Individual listing in and complimentary copies of the **official show catalogue** and **US Pavilion directory.**



Individual partitioned exhibit space that showcases each exhibiting company's identity.



Free **exhibitor badges** and **visitor invitations.**



Marketing support services from the USDA/Office of Agricultural Affairs in Ottawa including local promotion to importers, on-site market briefing and on-going market assistance during the show.



Assistance with shipping, hotel arrangements, etc.

Reserve your space and more information below



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SIAL Canada is a great show. It's very well attended and we couldn't be happier to be here.

Trent Otto, Sales Manager, La Preferida

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USA PAVILION ORGANIZED BY

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