



**FRIDAY, MARCH 4, 2011**  
**SATURDAY, MARCH 5, 2011**  
International Centre – Hall 6  
Mississauga, Ontario

Business owners are always interested in products or services that will make their operations more efficient and cost effective. If your company has a product or service that is beneficial to the meat and food processing industry, the 2011 Meat and Food Processing Expo is your best opportunity to directly market to over 700 potential customers in one location.

### **MARKET POTENTIAL**

The Ontario Independent Meat Processors (OIMP) will host this two-day event, attracting a large audience from a large cross section of Ontario's 3000+ plus food processors including:

- Meat and Poultry
- Fruit and Vegetables
- Beverage
- Dairy
- Bakery and Confectionary
- Specialty Foods

### **PROVIDING AN AUDIENCE**

The 2011 Meat and Food Processing Expo will be aggressively promoted through extensive campaigns directed at key personnel in the meat and food processing industry.

### **LOCATED IN THE HEART OF ONTARIO'S FOOD PROCESSING INDUSTRY**

The International Centre, located at 6900 Airport Road in Mississauga, is easily accessible from Hwy 401, just 15 minutes from downtown Toronto. It is accessible by public transportation and provides plenty of free parking.

### **WHY EXHIBIT?**

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

- ✓ Attract new customers, catch up with existing customers and win back former customers
- ✓ Showcase your products – demonstrate your equipment
- ✓ Launch new products – use new merchandising programs and promotions to get new sales
- ✓ Provide solutions to emerging industry challenges
- ✓ Connect – book orders, make new deals and develop new markets

Book early to take advantage of the opportunity to market to this influential group of buyers.



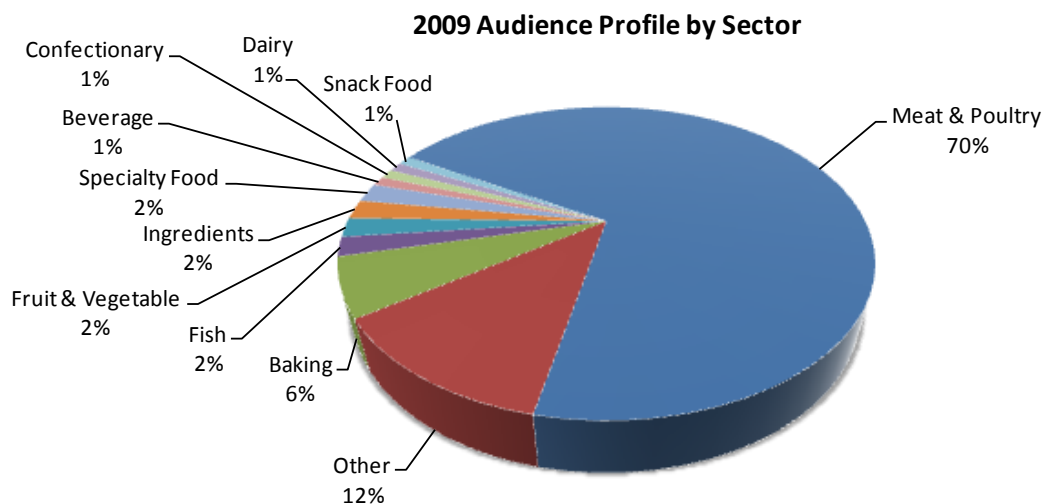
**2011 MEAT AND FOOD PROCESSING EXPO**

One location, providing innovations, connections, solutions

[www.foodindustryexpo.ca](http://www.foodindustryexpo.ca)

## AUDIENCE PROFILE

Building upon the success of the 2009 Expo, the 2011 Meat and Food Processing Expo will be the focus of the 3000+ food processing companies in Ontario. The 2009 Expo attracted over 700 visitors from across Ontario and North America and internationally.



## EXHIBITOR PROFILE

Exhibitor space at the 2009 Food Industry Expo was in high demand and sold out quickly. It showcased 75 exhibits from companies offering the following products and services:

Analyzing	Material Handling
Building Design Engineer	Packaging
Casings	Pest Control
Clothing	Processing Machinery
Computer Hardware/Software	Safety
Food Safety/HACCP	Sanitation
Ingredients	Seasonings
Insurance	Walls, Doors Ceilings and Floors
Labeling	Water Treatment
Laboratory Services	

For a detailed list of 2009 Exhibitors, please visit [www.foodindustryexpo.ca](http://www.foodindustryexpo.ca).

## SHOW INFORMATION

### Move-in:

Thursday, March 3, 2011, 12 pm – 6 pm

Friday, March 4, 2011, 8 am – 9:30 am\*

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

### Show Hours – **Extended hours for 2011:**

Friday, March 4, 2011, 10 am – 7 pm

Saturday, March 5, 2011, 9 am – 3 pm

### Move-out:

Saturday, March 5, 2011, 3 pm – 7 pm

## BOOTH RENTAL RATES (subject to 13% HST)\*

100 sq. ft. / 10' x 10' - \$1,600

200 sq. ft. / 10' x 20' - \$3,200

300 sq. ft. / 10' x 30' - \$4,800

400 sq. ft. / 10' x 40' - \$6,000

**\* Add an additional \$100.00 per corner booth (exposure on 2 sides – incl. perimeter booths).**

**\* OIMP Members get a \$100.00 discount on their exhibit area.**

### Each exhibit includes:

- 15 hours of exhibit time
- 8' draped back / 3' draped sidewalls
- (1) 1500-watt electrical outlet \*\*
- 24-hour on-site security
- On-site show service providers
- Official Show Guide listing
- Six exhibitor name badges
- Six free admission coupons
- \$10 off admission coupons – qty. as needed
- Expo promotional materials for distribution
- Listing in Expo promotional materials
- Visitor lead retrieval system (fees apply)
- Access to exhibitor wash-up station
- On-site storage space
- Free parking

*\*\* Additional services are available, fees apply*

## VENUE

International Centre – Hall 6

6900 Airport Road, Mississauga, Ontario

[www.internationalcentre.com](http://www.internationalcentre.com)

## TO BOOK YOUR SPACE

Complete and sign the Exhibitor Rental Contract and return by mail, fax, or email with a minimum deposit of 50% of the total rental amount. Contracts not signed or without payment will be returned.

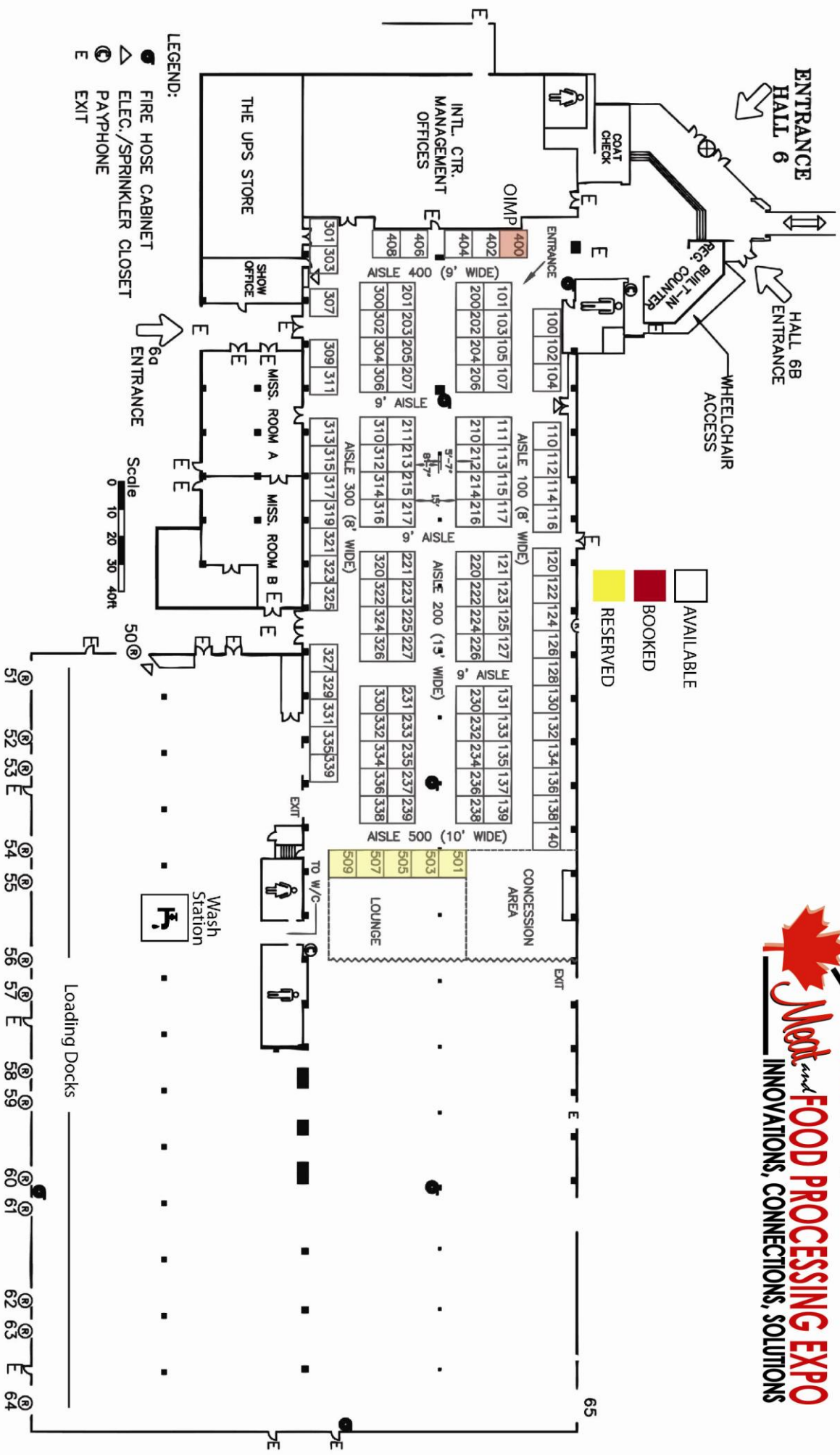
## ASSIGNMENT OF SPACE

Space will be assigned on a first-come, first-served basis, with every effort to assign your space as requested. Indicate your top three preferences and companies that you prefer not to be near. Please also note if you require compressed air or drains, as these are available only in certain areas of the show floor (Showtech fees will apply). Management reserves the right to make the final determination of space assignment in keeping with the best interests of the exposition. You will receive a notice acknowledging receipt of your contract and payment. Expo Exhibitor Information Packages containing your booth space assignment, order forms, and promotional material will be sent closer to the date of the show.

## ADDITIONAL INFORMATION

For more information, visit the Expo website at [www.foodindustryexpo.ca](http://www.foodindustryexpo.ca) or contact David St. Louis at 519-763-4558 ext. 225 or [exhibit@oimp.ca](mailto:exhibit@oimp.ca).

2011  
**Meat and FOOD PROCESSING EXPO**  
 INNOVATIONS, CONNECTIONS, SOLUTIONS



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