



It Starts With Us

# TRADE SHOW PROSPECTUS

VIRTUAL CONFERENCE AND  
EXHIBITION

WEDNESDAY, NOVEMBER 3, 2021

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



**Meat &  
Poultry**  
ONTARIO



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## ABOUT OUR EVENT

### **VIRTUAL CONFERENCE AND EXHIBITION - TRADE SHOW**

WEDNESDAY, NOVEMBER 3, 2021

The Meat & Poultry Ontario (MPO) is proud to host this event targeting meat processors, abattoirs, grocers, and independent butcher shops. We are offering suppliers and business owners in the meat processing industry a chance to come together under one virtual roof to connect and discover the latest innovations and solutions. Whether you're an MPO Business, Associate, or Affiliate member or a stakeholder in the meat processing industry, you are invited to promote your products and/or services at our virtual Trade Show.

### **BENEFITS IN EXHIBITING**

- You will be provided with a virtual booth that you can include marketing materials that will attract attention to your products and/or services.
- Your business will be promoted with a link on [meatpoultryon.ca](http://meatpoultryon.ca), in BLOCKtalk and in conference promotional communications.
- Full conference delegates will be encouraged through gamification to visit your booth. Those who have visited booths will be codes for points and chances to win great prizes.

Sponsors can take control of their own virtual booth to share information about themselves. Information can include company profile, team members, and related company content, video and imagery.



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**Members \$ 200 + HST**

**Non-members \$300 + HST**

The fee includes customizable landing page on the Virtual Platform, which can include logos, descriptions, videos.

#### **PARTICIPATING BENEFITS INCLUDE:**

- Wider audience reach (no borders)
- Significant cost savings from:
  - Travel
  - Staffing
  - Shipping
  - Booth equipment and décor
- Engagement through group and 1:1 chat and video chat features
- Robust lead generation
- Valuable branding and sponsor opportunities
- Post-event analytics

**Entire control** of the booth that would allow the reps of the booth to manage, control, edit, etc. details about their organization on a real-time basis

**Detailed Analytics** starting from all activities of the users are received to them real-time. Not just that, you are also able to track which attendee is currently live on their booth

**Lead Retrieval** system with lead status & lead scoring mechanism that would give you a better ROI to understand which are the hot leads that they should connect with post the event.



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## CONNECT WITH US

**To book your booth or for any exhibitor related questions:**

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

**Register online at**

**[www.meatpoultryon.ca/meating-space-2021/](http://www.meatpoultryon.ca/meating-space-2021/)**



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