

## About CAFE

The Canadian Association of Fairs and Exhibitions (CAFE) is the national voice for agricultural fairs, exhibitions, and fall fairs across Canada. For more than 100 years, CAFE has helped the industry thrive through professional development, advocacy, and learning opportunities that support our members from coast to coast.

**100+**

years of service

**743**

fair & exhibition  
organizations

**35M+**

visitors served  
each year

**\$2.9B**

impact on local  
communities

**17,000+**

events &  
activities

## Why Sponsor the CAFE Convention?

The CAFE National Convention brings together the decision-makers who run Canada's fairs and exhibitions. Our delegates are fair managers, board leaders, programmers, and operators — the people who set budgets, select vendors, book talent, and shape the future of their events. Reaching 200+ engaged industry professionals in a focused three-day environment is a powerful opportunity to build relationships, demonstrate your value, and position your brand at the heart of the sector.

Canadian Fair News, CAFE's digital trade publication, reaches over 2,000 industry contacts across Canada. Sponsorship at the Convention level includes recognition in our pre-convention communications and in the magazine, amplifying your reach well beyond the event itself.

## What Delegates Say

*"Great panel topics and selection of presenters. Really liked the format and how moderators kept things moving."*

★★★★★

*"An excellent event. Great speakers, panels were informative, and the trade show integration was really well done."*

★★★★★

*"The final session was perhaps one of the best wrap-up sessions I've been part of."*

★★★★★

### 2026 CAFE National Convention

November 11–13, 2026 | Halifax Marriott Harbourfront | Halifax, Nova Scotia

*Welcoming 200+ delegates from fairs, exhibitions, and agricultural societies across Canada*

CAFE offers four partnership tiers, each designed to deliver genuine value and visibility with Canada’s fair and exhibition community. Experiential add-ons are available at any tier for sponsors seeking a more tailored presence. Industry exclusivity is available as a premium add-on.

## Supporting Partner

*Entry-level visibility with brand presence throughout the convention.*

- Logo on convention website and event app
- Promotional material included in delegate kits
- Logo on digital screens in plenary and on-site signage
- Recognition in Canadian Fair News (2,000+ readers)
- Listed in convention digital program

**\$1,200**

## Program Partner

*Enhanced brand recognition and direct touchpoints with delegates.*

- All Supporting Partner visibility benefits
- Recognition in pre-convention e-communications
- Exclusive branding in one breakout session room
- 1 complimentary registration and 25% discount on additional convention registrations
- 15% off Canadian Fair News advertising

**\$2,500**

## Convention Partner

*Active engagement with delegates and strong brand integration.*

- All Program Partner visibility benefits
- Opportunity to introduce/speak at a breakout session
- 2 social media mentions to CAFE network
- 2 complimentary registration and 30% discount on additional convention registrations
- 20% off Canadian Fair News advertising
- Recognition in post-convention communications

**\$5,000**

## Premier Partner

*Maximum presence, leadership positioning, and lasting industry impact.*

- All Convention Partner visibility benefits
- Prominent speaking or presentation opportunity
- Priority brand placement across all convention materials
- 4 complimentary registration and 30% discount on additional convention registrations
- Named recognition at opening and closing sessions
- 25% off Canadian Fair News advertising

**\$7,500+**

## Experiential Add-Ons

Available at top 2 tiers, experiential add-ons give sponsors a distinctive, memorable presence at the convention, Let’s chat about your customized activation! Examples include:

### Convention Lounge

Brand and host a dedicated lounge space for delegates throughout the event.

### Session Presenting

Present at or sponsor a named education session aligned with your expertise.

### Off-Site Experience

Co-sponsor the convention off-site adventure activity.

### Hospitality Suite

Create a social space for delegates to network and connect with you.

### Your Ideas

Have an idea that you’d like to include? Let’s plan it together!