



Restaurants Canada

The voice of foodservice | La voix des services alimentaires

PARTNERSHIP OVERVIEW 2024/25



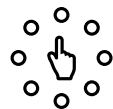
About Restaurants Canada



Founded in 1944: The voice of the foodservice industry originally the (CRFA) Canadian Restaurant Foodservice Association



Largest Membership Organization: The only not for profit national association advocating for and serving the unique needs of the foodservice and hospitality industry



Diverse Membership: Includes independent operators, regional and national chains, restaurants, bars, caterers, franchisors, hotels, institutions, food trucks, and other emerging food service businesses



Industry Advocates: A not-for-profit association supporting operators across Canada - helping to unite the industry and fuel success by providing strong, impactful, and effective advocacy for the foodservice industry. Restaurants Canada works with all levels of government to ensure the voice of foodservice is heard and to effect policy change to ensure a stable, vibrant, and profitable foodservice industry



Resourceful: Restaurants Canada provides the industry with invaluable research and insights, industry news, networking and trade events, programs and exclusive savings and discounts to keep foodservice operators competitive



When you **invest** with Restaurants Canada you are **supporting** the **success** of the foodservice industry



Restaurants Canada Audience



\$114B

\$100 Billion
Industry



1.2M+

Canadians Are
Employed in the
Restaurant
Industry



23M

Canadian
Consumers Eat
Out Daily



75K

Social Media
Followers



30K+

Restaurants
Canada Members



23K+

RC Show 2024
Attendance



73%

Restaurants, Bars
and Cafes



12%

Catering and
Institutions



10%

Accommodation



5%

Retail



580

Industry Suppliers



1.4M

Annual Media
Reach



About RC Show



Energicare Centre, Toronto



April 7-9, 2025



Restaurants Canada presents the **80th edition** of Canada's Leading Hospitality and Foodservice Event where the industry comes together to Shop, Taste, Learn, Connect and Grow their Business



Bring your brands to **life**, launch new products and show your **support** of our industry across 11 curated pavilions, 8 stages, 6 competitions, 3 feature areas and 2 hospitality week events that can **elevate** your company/brand through a **customized** sponsorships and activations that will deliver **quality** engagement, experiences and connections



The RC Show offers sponsors a unique opportunity to be at the forefront of Canada's largest and most influential gathering of restaurant and food service leaders, owners, and top talent



RC Show Audience



23K

Quality
Professionals
Under One Roof



63%

Restaurants, Bars
and Cafes



13%

Banquet Halls,
Convention Centres,
Hotels, Resorts,
Recreation, Sport



10%

Catering



7%

Culinary Schools



4%

Contract
Foodservice



3%

Non Brick &
Mortar



210

Media in Attendance



150+

Expert Speakers



95%

Attendees Rated
the Show Good -
Excellent



75%

Exhibitor/Sponsor
Return Rate



92%

Of Attendees
Make or Influence
Purchasing
Decision

RC Show Key Reach Points

378K

Marketing and PR
Impressions

298K+

Social Media
Impressions

1.9M

Mobile Engagement

85K+

Annual Buyer's Guide

66K+

MENU Magazine
Show Issue

1200+

Exhibiting Booths

1000's

Of Products and
Innovation



Targeted Reach



5k+

Mobile App Users

The dedicated show app reached over 5k users in its first year and delivered high engagement. As a sponsor or advertiser, you can leverage the app to drive traffic to your booth or website through digital ads and sponsorship opportunities.



28k+

Email Subscribers

Through the RC Show newsletter - Restaurants Canada has over 28k email subscribers who can engage with your brand.



645k per year

Unique Website Visits

As THE foodservice event of the year for the restaurant and hospitality industry our website provides advertising exposure to buyers looking for industry insights, products and services and networking opportunities.



Email Open Rate
46%



CTR
31%



Instagram
19.4k



Facebook
8.9k



X (fka Twitter)
13k



LinkedIn
34k



Buyer's Guide
85k



Menu Magazine
66k

Key Opportunities

RC Show Presenting Partner

Includes a mix of:

- Presenting Partnership Entitlement
- Activation spaces and custom experience
- Brand promotion to full email subscriber list
- Show badge integration
- Magazine/Newsletter ad space
- Featured in RC Show media releases & preview activation
- Stage programming session*
- Prominent branding throughout the facility
- Exterior/interior brand feature
- Product integration
- Complimentary tickets & VIP Event Access
- Custom content creation & amplification

Starting Investment | **\$120,000** per annum



Key Opportunities

Stages



Starting Investment*

\$15,000

- Speaker
- Culinary
- Bar
- Learning Lounge
- Workshop
- StudioEx
- Stage Session Sponsorships available

Pavilions



Starting Investment*

\$10,000

- Canada
- Indigenous
- Ontario
- The Black Experience
- Coffee, Tea and Sweets
- Bar, World, Eco, Tech, Design

Competitions



Starting Investment*

\$10,000

- Garland Canada Culinary
- On Trend Sandwich
- Pizza
- Beyond the Rail
- John Bil Oyster Shucking
- Coffee

RC Show Stages



Culinary Stage



Bar & Beverage Stage



Workshop Stage



Coffee Competition Stage



Learning Lounge



StudioEx

RC Show Pavilions



Canada Pavilion



Bar & Beverage Pavilion



Innovation/Tech Pavilion



World Pavilion



Eco Pavilion



The Black Experience

RC Show Competitions



Garland Canada Culinary



Pizza Competition



Fried Chicken Sandwich Competition



Beyond the Rail Cocktail



John Bil Oyster Shucking



Coffee Competition

Additional Opportunities

Feature Areas



Starting Investment*

\$6,000

- Food Truck'n Experience
- Start Up Lane
- VIP, Exhibitor, Meeting Space Lounges

Pop Up



Starting Investment*

\$10,000

- Cafe
- Bar
- Test Kitchen

Events



Starting Investment*

\$15,000

- Opening Night
- Industry Night Out
- Top to Top Reception & Breakfast with Champions TBD

2024 Highlights



Additional Opportunities

Registration



Starting Investment

\$25,000

- Add your branding to the online registration and check-in
- Branding featured on all directional signage
- Logo inclusion within RC Show attendee marketing materials and onsite counters
- Email promotion to registered attendees

Show Bags



Starting Investment

\$25,000

- Add your branding to the RC Show Bag
- Logo inclusion on show website and onsite signage
- Bag insertion opportunities starting at \$2,000

Lanyards



Starting Investment

\$20,000

- Add your branding to the lanyards alongside the RC Show logo
- Each guest will receive a lanyard
- Maximum 2 logos
- Exclusivity available starting at \$30,000

A La Carte Menu

Onsite Signage



- Hanging aisle signs

Enercare Centre Signage



- Premise signage, billboards, windows, stairs, hallways, cobra poles

Interior/Exterior Activations



- 10 x 10 booth activations

Gift Bags



- Gift Bag Insertion opportunities

Onsite Screens



- TV, kiosk, Oongalee screens

Photo Booth



- Branded photo booths

RC Show Media



- Newsletters, email marketing, website banners, MENU Magazine, Buyer's Guide, etc.

Mobile App



- 'Presented by' opportunity and/or your logo on in-app rotating banner ads

Asset Breakdown

Assets	RC Show Presenting Sponsor	Stage Sponsor	Pavilion Sponsor	Competition Sponsor
Exhibit Space (Minimum 10x20)				
Access to Outbound Email				
Show Bag/VIP Bag Integration				
Gift Bags Insertion	TBD			
Registration Activation/Branding				
Photo Booth	TBD			
Show Badge Branding				
Lanyard Branding				
Interior/Exterior Branding				
Mobile App Advertising				
Contests	TBD			
Onsite Screens (Kiosk, Oongalee)				
Magazine/Newsletter Exposure				
VIP Lounge + Event Access				
Social Media Amplification				
Exclusive Industry Rights/Resources				
Complementary Passes (# TBD)				
Video Integration Across All/Relevant Stages				
Access to C-Suite Networking				
Stage Content Development	TBD			
Logo Inclusion				
Content/Video Creation for Digital Marketing				

Asset Breakdown

Assets	Pop Up Sponsor	Event Sponsor	RC Lounge Sponsor	Food Truckn' Experience Sponsor	Start Up Lane Sponsor
Exhibit Space (Minimum 10x20)	Brand Activation Within				
Access to Outbound Email					
Show Bag/VIP Bag Integration					
Gift Bags Insertion					
Registration Activation/Branding					
Photo Booth					
Show Badge Branding					
Lanyard Branding					
Interior/Exterior Branding					
Mobile App Advertising					
Contests	TBC	TBC	TBC	TBC	TBC
Onsite Screens (Kiosk, Oongalee)					
Magazine/Newsletter Exposure					
VIP Lounge + Event Access					
Social Media Amplification					
Exclusive Industry Rights/Resources					
Complementary Passes (# TBD)					
Video Integration Across All Relevant Stages					
Access to C-Suite Networking					
Stage Content Development					
Logo Inclusion					

Restaurants Canada Year-Round Partner



Becoming a corporate sponsor means, you're supporting the **FUTURE OF OUR INDUSTRY**

You're invited to be a part of an exclusive audience of industry professionals that support the Canadian foodservice and hospitality industry

Along with benefiting from Restaurants Canada's reputation as **THE VOICE OF FOODSERVICE**, you will expand reach and unlock opportunities to **NETWORK WITH KEY DECISION MAKERS** and industry leaders

Starting Investment | **\$60,000** per annum



Board Access, Policy or Issue based engagement as determined by RC leadership



Menu Magazine (MenuMag.ca) print and digital ads, along with partner content or feature opportunities



Annual Membership to gain access to invaluable INSIGHTS & DATA and unparalleled BRAND EXPOSURE



Opportunity for Print and Digital Article, Research, Webinar or Podcast based on industry needs and aligned objectives



Recognition as a supporting partner with your logo in Menu Magazine, Foodservice Facts, and on Restaurant.org.



Direct to member communications



RC Show – Premium Show floor space



Foodservice Facts ad inclusion with insight if relevant



RC Show Stage content, Event sponsorship or activation opportunity



2024 Partners





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THANK YOU

Edyta Dhillon

Director, Business Development

t: 416-649-4228

m: 416-832-0922

e: edhillon@restaurantscanada.org

Laurie Dawe

Media Consultant

t: 647-649-4233

m: 647-609-4009

e: ldawe@restaurantscanada.org

Brenda Halkiw

Director of Strategic Business Development

t: 416-649-4228

m: 416-832-0922

e: bhalkiw@restaurantscanada.org

Leslie Haber

Business Development & Sales Specialist

m: 416-666-5665

e: lhaber@restaurantscanada.org

