

Exhibitors kit

2022 March Classic

March 22, 2022

Grain Farmers of Ontario



Sowing the Seeds

OPPORTUNITY • INNOVATION • TOMORROW

WHAT IS THE MARCH CLASSIC?

The March Classic is the largest grain-focused conference in Eastern Canada, drawing between 700 and 1,000 attendees from across Ontario.

Conference attendees enjoy presentations from world-class speakers, as well as updates from Grain Farmers of Ontario.

Throughout the day, the exhibit hall hosts over 60 exhibitors, including large machinery, business management, input organizations, and more.

New for 2022, based upon the success of the 2021 virtual March Classic, we will add an online component that will feature some of our speakers, a Networking Lounge and contesting. A limited number of sponsorships will be available. More details to be determined. Please check www.gfo.ca/marchclassic for up to date information.

WHO SHOULD EXHIBIT?

All companies and associations related to grain farming in Ontario should exhibit at the March Classic. This is a great opportunity for equipment providers, seed dealers, agricultural retailers, researchers, and association representatives to connect with a targeted group of farmers.

WHY SHOULD I EXHIBIT?

This high profile event draws a lot of attention. Your company will receive recognition, not only from the attendees, but also through media and word-of-mouth at numerous Grain Farmers of Ontario meetings leading up to the event.

The March Classic team has designed the event to maximize opportunities for attendees to spend time with exhibitors. The only access doors to the conference will be within the exhibit hall which means that all conference attendees must enter, exit, and take their meal breaks in this hall – ensuring high traffic throughout the day. As an added feature, attendee contesting is created to drive traffic directly to exhibits, and encourage conversations between exhibitors and farmer members. Exhibit hall engagement will depend on public health's and local government's social gathering guidelines. Please visit www.gfo.ca/MarchClassic for up to date information.



LOCATION

RBC Place
300 York Street
London, ON N6B 1P8
presented by Grain Farmers of Ontario

CONTACTS

Grain Farmers of Ontario
679 Southgate Drive
Guelph, ON N1G 4S2

Exhibitor Inquiries:

Joanne Tichborne
Phone: 226-332-3637
Email: jtichborne@gfo.ca

General Information:

Brianne Curtis
Phone: 519-767-4120
Email: bcurtis@gfo.ca



Exhibitor opportunities

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EXHIBITS

IN-PERSON EXHIBIT COSTS:

SMALL DISPLAY

- \$750 + HST = \$847.50
- 6x10 space (approximate)
- Table included
- 1 lunch ticket provided

LARGE DISPLAY*

- \$1,000 + HST = \$1,130
- 10x10 space (approximate)
- Table included
- 1 lunch ticket provided

* Larger custom exhibitor space available with sponsorship at the Platinum level (see Sponsor kit for more details)

EXHIBITOR OPTIONS

Our goal is to ensure that March Classic exhibitors receive a good return on investment while creating a show that engages our farmer-members.

Exhibitors will be asked to create a special offer or discount exclusive to attendees of the March Classic. Attendees must visit your booth to find out what your March Classic special is.

EXHIBITOR INFORMATION

Further information regarding exhibitor participation including hours of operation, move in times, insurance requirements, loading dock and elevator access information will be provided closer to the March Classic.

If you require this information immediately, please ask Joanne Tichborne for Exhibitor Information.





Exhibitors form

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Please complete this form and forward to
Joanne Tichborne
Advertising Sales Representative
Grain Farmers of Ontario
226-332-3637 cell
jtichborne@gfo.ca

Company: _____
Exhibiting as: _____
Mailing Address: _____

Contact Person: _____
Email: _____
Phone: _____

DISPLAY	COST	QTY	TOTAL
In-Person:			
___ Small Display	\$ 750	___	_____
___ Large Display	\$ 1,000	___	_____
Additional Options:			
___ Additional Table	\$ 11.30 per table (includes black tablecloth and 1 chair)	___	_____
___ Additional Chairs	\$ 5.65	___	_____
___ Electricity	\$ 90.40 per exhibit	___	_____
___ Internet	\$ 175 per line	___	_____
		Subtotal	\$ _____
		HST	\$ _____
		Total	\$ _____

Signature of Exhibitor

Date

Upon receipt of this completed form,
an invoice will be forwarded to you.
* sponsorships are subject to HST.





Registration form

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EXHIBITOR MEALS

Name of Attendee

Email address

LUNCH*

\$20 per ticket

BANQUET*

\$50 per ticket

TOTAL

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

* taxes included (Lunch \$2.30, Banquet \$5.75)

Subtotal \$ _____

Total \$ _____

Signature of Exhibitor

Date

Upon receipt of this completed form,
an invoice will be forwarded to you.

