

# 2023 March Classic Exhibitor kit

March 21, 2023  
Grain Farmers of Ontario



## Cultivating New Tomorrows

### 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.

### 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. Grain Farmers will observe all Public Health Guidelines at the time of the event. Please visit [www.gfo.ca/MarchClassic](http://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](mailto:jtichborne@gfo.ca)

### General Information:

Brianne Curtis  
Phone: 519-767-4120  
Email: [bcurtis@gfo.ca](mailto:bcurtis@gfo.ca)



# 2023 March Classic Exhibitor opportunities

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### EXHIBITS

#### IN-PERSON EXHIBIT COSTS:

##### SMALL DISPLAY

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

##### LARGE DISPLAY\*

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

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

**New this year:** all attendees including exhibitors will be provided a complimentary lunch, no tickets necessary.

### 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 exhibitor information immediately, please let us know.

Joanne Tichborne  
Advertising Sales Representative  
Grain Farmers of Ontario  
226-332-3637 cell  
jtichborne@gfo.ca



# 2023 March Classic Exhibitors form

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## Cultivating New Tomorrows

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	QUANTITY	TOTAL
___ Small Display	\$ 750	___	_____
___ Large Display	\$ 1,000	___	_____
Additional Options:			
___ Regular Table (6')	\$ 11.30 per table	___	_____
___ High Top Table	\$ 15.00 per table	___	_____
___ 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.



# 2023 March Classic Registration form

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## Cultivating New Tomorrows

Please complete this form in full to register your exhibitor attendees. Lunch will be complimentary for all attendees, so please indicate if you are attending for lunch. When form is complete please sign and forward to:

Joanne Tichborne  
Advertising Sales Representative  
Grain Farmers of Ontario  
226-332-3637 cell  
jtichborne@gfo.ca

### EXHIBITOR MEALS

Name of Attendee	Email address	LUNCH complimentary	BANQUET* \$65 per ticket	TOTAL
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

\* tax included (Banquet \$8.45)

Subtotal \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

\_\_\_\_\_  
Signature of Exhibitor

\_\_\_\_\_  
Date

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