

# MARCH CLASSIC



## ***BREAKING NEW GROUND***

*EMBRACING CHANGE*

*SPONSORSHIP AND EXHIBITOR INFORMATION BOOKLET*

# **MARCH CLASSIC**



**MARCH 24, 2026**

**NIAGARA FALLS CONVENTION CENTRE**

**RENOWNED SPEAKERS  
AND ENTERTAINERS**

**ONTARIO'S PREMIERE  
AGRICULTURE EVENT**

**CELEBRATING OUR 16TH YEAR!**

**10,000+ ATTENDEES AND 1,000+  
EXHIBITORS OVER THE LAST 15 YEARS**

## WHAT IS THE MARCH CLASSIC?

The 2026 March Classic is being held at Niagara Falls Convention Centre on March 24, 2026. This event brings together farmers, suppliers and other agricultural industry leaders with opportunities for networking, education, and enrichment.

This is your opportunity to put your brand in front of your target audience! You are invited to share your innovations, launch, and/or demonstrate new products and connect with those who matter most to your business. Secure your spot today!

## NEW VENUE

After 15 years of growing demand and attendance, Grain Farmers of Ontario is excited to be bringing its popular, highly-anticipated event to the beautiful Niagara Falls Convention Centre in 2026. With more than 20,000 square feet of event and meeting space, the new venue provides endless opportunity to grow March Classic and deliver exceptional value for attendees, exhibitors, and sponsors.

## HOTEL

Grain Farmers of Ontario is pleased to partner with Niagara Falls Marriott Fallsview Hotel & Spa to offer discounted rates for attendees and exhibitors. Subject to availability.

[Reserve online](#) or call the hotel directly at 1-800-519-9911 (option 6) and request the special convention rate "GFO". Riverview room rate of \$169 or Fallsview room rate of \$199. Please note that the last day to book rooms is March 1, 2026.





# ***SPONSORSHIP OPPORTUNITIES***

**SAME RATES  
NEW BENEFITS  
NEW VENUE**

## **WHY SPONSOR THIS EVENT?**

This high-profile event draws a lot of attention. Your company will receive recognition from attendees and through media and various promotions at numerous Grain Farmers of Ontario meetings leading up to the event.

Your sponsorship demonstrates your commitment to the grain industry and will build your reputation among the Grain Farmers of Ontario membership - a membership that includes 28,000 barley, corn, oat, soybean, and wheat farmers across the province. Please visit [www.gfo.ca/MarchClassic](http://www.gfo.ca/MarchClassic) for up-to-date information.

## **SPONSORSHIP OPPORTUNITIES**

Grain Farmers of Ontario offers sponsors various opportunities to add on to their sponsorship level through existing opportunities or working with sponsors on unique opportunities to “level-up” any sponsorship.

Some of these opportunities are:

- Speakers
- Monday evening Pre-Event Reception on Monday evening at Niagara Falls Marriott on the Falls
- Lunch/Nutrition Break
- Childcare
- Swag bags
- Banquet/Reception
- Exhibit Hall Reception
- Coat check
- Games/Contesting
- Host information session at the Marriott - invite attendees to an information session about your business at the hotel- speak to Joanne for details
- YOUR UNIQUE IDEA!



**SPONSORED BY**

<b>SPONSORSHIP LEVELS</b>	<b>PLATINUM \$12,000</b>	<b>GOLD \$7,000</b>	<b>SILVER \$3,500</b>	<b>SUPPORTER \$1,000</b>
Rolling marquee during banquet, lunch, and breaks	✓	✓	✓	✓
Inclusion of company logo with link on the March Classic webpage	✓	✓	✓	
Acknowledgement printed in the registration package	✓	✓	✓	
Complimentary banquet tickets (Number of tickets vary depending on sponsorship level: 3 banquet tickets for platinum, 2 banquet tickets for gold, 1 banquet ticket for silver)	✓	✓	✓	
Social media push to our friends and followers on our social media channels acknowledging sponsorship (2x for Platinum, 1x for Gold and group post for Silver)	✓	✓	✓	
Inclusion of a swag item in the handout bag that all attendees and exhibitors receive (with committee approval)	✓	✓		
Thank you inclusion with logo in the weekly GrainTALK newsletter	✓	✓		
Inclusion of a company logo on the March Classic thank you page in the April/May issue of Ontario Grain Farmer	✓	✓		
Thank you recognition in dedicated March Classic member update(s) to 28,000 Ontario farmer-members	✓			
Inclusion of promotional materials placed on plenary tables for attendees (notepad, pen or other small item (with committee approval)	✓			
Inclusion of one complimentary advertisement (1/2 page horizontal*) in the Ontario Grain Farmer magazine (to be used in the April/May 2026, June/July 2026, or August 2026 issues) *(can be upsized to a full page for a small additional cost)	✓			
Complimentary 10' x 10' exhibit space	✓			







# SPONSORSHIP CONTRACT

**NEW** benefits for Platinum, Gold, and Silver level sponsors in 2026. All of these sponsors will receive a listing on the events app for March Classic with a link from your logo and social media postings during the event.

**Sponsorship  
Level Requested:**

☐

Platinum

☐

Gold

☐

Silver

☐

Supporter

**Company:** \_\_\_\_\_

**Sponsoring as:** \_\_\_\_\_

**Sponsorship Add-Ons:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Total cost:** \_\_\_\_\_

\_\_\_\_\_  
**Signature of Sponsor**

\_\_\_\_\_  
**Date**

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

## NEW FOR 2026! SELF REGISTRATION!

Exhibitors and sponsors must self-register for the event using this link: <https://gfo1.typeform.com/to/cgNT199j>  
When you and/or your staff register, you will also have the ability to purchase banquet tickets. Banquet tickets will also be available on the day of the event (pending availability).

NOTE: Please DO NOT register through the website as that is for attendees only.  
DEADLINE TO REGISTER: February 27, 2026

## Please complete this form and forward to:

Joanne Tichborne  
Advertising Sales and Sponsorship Consultant  
Grain Farmers of Ontario  
226-332-3637  
jtichborne@gfo.ca

# EXHIBITOR OPPORTUNITIES

## EXHIBIT HALL RECEPTION

Prior to the banquet, a sponsored reception will be held on the exhibit floor from 4-6 p.m. for all to attend. This is a great opportunity to network with farmers and other experts in the industry.

## WHO SHOULD EXHIBIT?

All companies and associations related to grain farming in Ontario should exhibit at the March Classic. It 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?

The March Classic team has designed this event to maximize opportunities for attendees to spend time with exhibitors. As an added feature, attendee contesting will be created to drive traffic to exhibits and encourage conversations between exhibitors and attendees.

## NEW DISPLAY OPPORTUNITY: EQUIPMENT SPOTLIGHT

Limited spots are available in the foyer of the Niagara Falls Convention Centre for equipment to be displayed. The equipment must be able to be pushed to the display area since the foyer is a carpeted area. Cost is dependent upon the size of the equipment. Ask Joanne for details.

Please visit [www.gfo.ca/MarchClassic](http://www.gfo.ca/MarchClassic) for up-to-date information.





## SET-UP

### Exhibit Hall

- The exhibit hall will be set-up for Monday, March 23.
- Equipment suppliers will have access to the exhibit hall to unload equipment from 8 a.m. - noon (subject to change).
- Other exhibitors will have access to set-up from 1 - 6 p.m. (subject to change).
- The venue will also be available at 6 a.m. on Tuesday, March 24 for set-up.
- Name tags for all exhibitors will be placed at the exhibitor's display as well as banquet tickets, if applicable.
- Each exhibit includes one 6' table and 2 chairs.
- If you require additional furnishings, carpeting, draperies etc. you can order through Stronco, the venue's preferred supplier here. [www.stroncoonline.com](http://www.stroncoonline.com) The show code for this event is: 529376264
- If you require other services for your display such as hydro or hard-wired internet, you can order directly through Niagara Falls Convention Centre at this link: <https://fallsconventions.com/exhibit#exhibitor-services>.
- NOTE: This will give you the ability to set up an account to order services. The event to choose is "March Classic and Semi Annual 2026". You most likely will not know your booth number, so you can bypass that by entering "0".

### Loading Dock

The loading dock is located on the west side of the building, with access from Stanley Avenue as well as Dunn Street. There are no stairs at this venue so exhibitors can load their items directly from the loading dock to the exhibit floor.

There are seven (7) loading bays in total, with the following measurements:

- Loading Bays 1, 4, 5 & 7 are 8 ft. (w) by 9 ft. (h) and suitable for large trailer trucks.
- Loading Bays 2, 3 & 6 are 8 ft. (w) by 9 ft. (h) and suitable for cube vans or small trucks.
- Directly in the middle of the seven (7) loading bays is a 12.5 ft. (w) by 14.1 ft. (h) freight ramp with direct access to the Exhibit Hall.
- The loading dock is to be used for temporary unloading and loading. This facility does not permit any long-term parking in the loading dock, and any vehicle or trailer found in violation will be ticketed or towed at the owner's expense.

The facility has plenty of available parking for all contractors.

Parking cost: \$20 PER ENTRY. If you need to leave for any reason, speak to a staff member of the Niagara Falls Convention Centre about obtaining a pass.

Foyer doors (for equipment being shown in foyer); 107.5" wide x 102" high (equipment can only be pushed to the display spot once inside the doors)

### Tear-down

Exhibits can be removed from 6 p.m. - 11 p.m.

### NOTE:

It is mandatory that all exhibits remain open and staffed until the banquet begins at 6 p.m.

### Certificate of Insurance:

All exhibitors must supply Grain Farmers of Ontario with a Certificate of Insurance with a minimum liability of \$2 million at least 30 days prior to the event. Your insurance company can provide you with this document. These certificates must be sent to Joanne by Tuesday, February 24, 2026.

### NEW FOR 2026! SELF REGISTRATION:

Exhibitors and sponsors must self-register for the event using this link: <https://gfo1.typeform.com/to/cgNT199j>

When you and/or your staff register, you will also have the ability to purchase banquet tickets. Banquet tickets will also be available on the day of the event (pending availability).

DEADLINE TO REGISTER: February 27, 2026

## FIRE AND SAFETY REGULATIONS

In the event that a portion of the exhibit's back wall is a fire exit door, the exhibitor must leave total access to it and may not drape, cover or obscure the door in any way. Total access must always be available from the aisles to the exits and free from obstructions.

- The following materials shall be flameproof if used for display or decorative purposes: flowers, foliage paper, cardboard or compressed paperboard, plastic materials, split wood and bamboo fibres, Styrofoam and textiles.
- The use of open flame is prohibited unless prior approval is received from Grain Farmers of Ontario and the Niagara Falls Convention Centre.
- Equipment must be set up to comply with approved safety standards and a suitable fire extinguisher shall be provided if deemed necessary.
- Flammable liquids or gases are not permitted to be stored inside the building.
- Displays must not encroach on doorways or exits.
- Boxes, cartons and crates used to store items must be neatly piled at your exhibit or somewhere that will not cause a tripping hazard.
- No helium balloons.
- No drones, except on static display.
- No loading in/out through our glass doors.
- No one under the age of 18 during load in/out.

### Questions about set-up?

Contact Joanne Tichborne, Advertising Sales and Sponsorship Consultant at 226-332-3637 or at [jtichborne@gfo.ca](mailto:jtichborne@gfo.ca) or visit: [Exhibitors & Display Companies Policy](#)

## EXHIBITS

In-person exhibit costs:

### STANDARD DISPLAY

- \$1,000 + HST = \$1,130.
- 10 x 10 space (approximate).
- Add \$500 for each additional 10'x10' space.
- 1 - 6' table and 2 chairs included.
- Customize your exhibit space.

### HEAVY EQUIPMENT DISPLAY

- Minimum size: 10' x 40' (400 sq. ft).
- Minimum Cost: \$2500
- \$500 for each additional 100 sq. ft.
- Customize to suit your needs.

*Please note, included with each display is a 6 foot table and two chairs. Larger custom exhibitor space is available with sponsorship at the Platinum level (talk to Joanne for further details)*

*Cancellation cutoff date: January 31, 2026. No refunds following this date.*

## NEW DISPLAY OPPORTUNITY- HEAVY EQUIPMENT SPOTLIGHT

We have limited spots available in the foyer of the Niagara Falls Convention Centre for equipment to be displayed. The equipment must be able to be pushed to the display area since the foyer is a carpeted area. Cost is dependent upon the size of the equipment. FIRST-COME, FIRST SOLD! Ask Joanne for details.

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

Each year Grain Farmers of Ontario hosts a March Classic Giveaway contest to drive attendees to your exhibit. Stay tuned for details!



# EXHIBITOR CONTRACT

Contact person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Company: \_\_\_\_\_

Exhibiting as: \_\_\_\_\_

Total exhibit size: \_\_\_\_\_

Total exhibit cost: \_\_\_\_\_

DISPLAY	COST	EXHIBIT SIZE	TOTAL COST
<input type="checkbox"/> Standard Display (10x10)	\$1,000	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Heavy Equipment Display	\$2,500	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Heavy Equipment Spotlight	Contact Us!	<input type="text"/>	<input type="text"/>

All amenities such as furnishings, carpet, additional draperies can be ordered directly from the venue's preferred supplier, Stronco at: [www.stroncoonline.com](http://www.stroncoonline.com) The show code for this event is: 529376264

All services including hydro, hard-wired internet, etc can be ordered from the venue at: [Venue Services Order](#).

**NOTE:** The exhibit hall floor is concrete.

**Please complete this form and forward to:**

Joanne Tichborne  
Advertising Sales and Sponsorship Consultant  
Grain Farmers of Ontario  
226-332-3637  
[jtichborne@gfo.ca](mailto:jtichborne@gfo.ca)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of exhibitor

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

# ONTARIO GRAIN FARMER MAGAZINE

## INQUIRIES

Joanne Tichborne  
email: jtichborne@gfo.ca  
phone: 226-332-3637

## MARCH CLASSIC EXHIBITORS' GUIDE

Ontario Grain Farmer magazine will publish an Exhibitors' Guide in the March issue of the magazine. The March Classic is highly anticipated by the Ontario agriculture community – and beyond, and in particular by Ontario grain farmers. This is an opportunity to let our readers know who you are, what you do and that they can stop by to visit you at our event.

These ads are offered at deeply discounted rates with 3 size options to make it affordable for most budgets. This issue will be distributed to all 28,000 farmer-members by mail on March 1, 2026.

PUBLICATION DATE: MARCH 1

**Space booking deadline:** January 22, 2026

**Ad material deadline:** January 29, 2026

**SPACE IS LIMITED - Reserve your spot by December 15, 2025 and receive 10% on the cost of your ad.**

Directory  
Classic exhibitors!



**The Andersons**  
EXPERIENCE YOU CAN TRUST  
Working with The Andersons on grain marketing and risk management plans give you more time to focus on your operation.  
Visit our booth at the GFO March Classic.  
www.AndersonsCanada.com

**FIELDWALKER**  
www.fieldwalker.ca  
**SWATMAPS**  
At March Classic? Come visit us at Booth 20 to enter our draw for a Metos Weather station!

**METOS**  
BY PEST. INSTRUMENTS

Do you want your business included in a future Ontario Grain Farmer Business Directory? The Ontario Grain Farmer is delivered to 28,000 mailboxes across Ontario!  
Contact Joanne Tichborne, advertising sales and sponsorship consultant, at jtichborne@gfo.ca or 226-332-3637.

**FOOD IS ESSENTIAL**  
Last year up to 757 million people around the world faced hunger. For over 40 years, caring Canadian farmers have been helping other farmers around the world. You can continue this support.  
To learn more visit foodgrainsbank.ca

**Canadian Foodgrains Bank**  
A Canadian Response to Hunger

**HORST SYSTEMS LTD.**  
Ontario's Leading Grain Systems Innovator



**Small Square**

2.2639" x 2.5"

Cost: \$500

**Large banner ad**

7.125: x 2.5"

Cost: \$1000

**Medium Square**

3.4712" x 3.125"

Cost: \$750

**LOCATION**

Niagara Falls Convention Centre  
6815 Stanley Avenue  
Niagara Falls, ON L2G 3Y9

*presented by Grain Farmers of Ontario*

**CONTACTS**

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

**SPONSORSHIP AND  
EXHIBITOR INQUIRIES:**

Joanne Tichborne  
Advertising Sales and  
Sponsorship Consultant  
226-332-3637  
jtichborne@gfo.ca

**GENERAL INFORMATION:**

Rachel Telford  
Manager, Member Relations  
226-979-5581  
rtelford@gfo.ca

