MARCH CLASSIC

BEYOND THE HORIZON

March 23, 2027 | Niagara Falls Convention Centre



SPONSORSHIP AND EXHIBITOR INFORMATION BOOKLET

MARCH CLASSIC

MARCH 23, 2027

NIAGARA FALLS CONVENTION CENTRE

RENOWNED SPEAKERS
AND ENTERTAINERS

ONTARIO'S PREMIERE
AGRICULTURE EVENT

CELEBRATING OUR 17TH YEAR!

10,000+ ATTENDEES AND 1,000+
EXHIBITORS OVER THE LAST 17 YEARS

WHAT IS THE MARCH CLASSIC?

The 2027 March Classic is being held at the Niagara Falls Convention Centre on March 23, 2027. 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!

VENUE

Grain Farmers of Ontario is excited to bring the March Classic back to the Niagara Falls Convention Centre for our second consecutive year. 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 on the Falls to offer discounted rates for attendees and exhibitors. Subject to availability.

Reserve online or call the hotel directly at 1-800-519-9911 (option 5) and request the special convention rate "GFO". Cityview King/Queen $172 or Fallsview King/Queen $204. Please note that the last day to book rooms is February 22, 2027.







SPONSORSHIP OPPORTUNITIES

NOW OFFERING NEW: SPONSORSHIP TIERS BENEFITS

WHY SPONSOR THIS EVENT?

This high-profile event draws a lot of attention due to its reputation as a premiere agricultural event. 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 gfo.ca/March-Classic 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
- Welcome reception at Marriott on the Falls
- Lunch/nutrition Break
- Childcare
- Swag bags
- Banquet/reception
- Exhibit Hall reception
- Coat check
- Parking and shuttle sponsor
- Phone charging station/Eventee app sponsor
- 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!

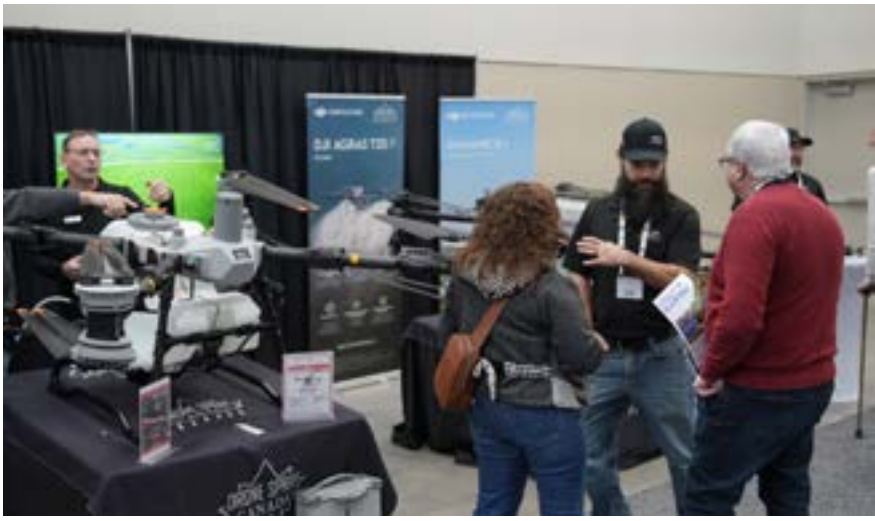


SPONSORSHIP LEVELS	TRILLIUM $20,000	PLATINUM $13,500	GOLD $7,500	SILVER $4,000	BRONZE $1,000
Sponsor logo recognition with link on March Classic webpage and on the Eventee app, as well as on the rolling marquee during the banquet, lunch, and breaks	✓	✓	✓	✓	✓
Sponsorship recognition on all event signage including NEW tabletop signs	✓	✓	✓	✓	
Sponsor logo recognition in the March Classic Program	✓	✓	✓	✓	
Conference passes and Gala banquet tickets	6 Tickets	3 Tickets	2 Tickets	1 Ticket	
Callout on GFO social channels including Twitter (16k followers)	3 Callouts	2 Callouts	1 Callouts	Group Callout	
Complimentary online advertising on www.ontariograinfarmer.ca	3 Months	2 Months	1 Month	1 Month	
Complimentary print ad in Ontario Grain Farmer magazine (choice of April/May, June/July or August issue)	Full Page	Half Page	Quarter Page		
Sponsor logo recognition in Ontario Grain Farmer magazine before and after the conference including the Thank You ad published in the April/May issue	✓	✓	✓		
Option to include a printed advertisement (brochure, pamphlet, coupon) in the participant package folder given to all attendees (quantity: 1,000)	✓	✓	✓		
Opportunity to include promotional material in attendee conference SWAG bags- 500 items required.	✓	✓	✓		
1 - 10x10 exhibit space (value of $1,000) *can be upsized for an additional charge	✓	✓			
Opportunity to include promotional item on the plenary tables in the speakers' hall for attendees (pens, notebooks etc).	✓	✓			
Thank you inclusion with logo in our GrainTalk eNewsletter and our dedicated March Classic update(s) to farmer-members	✓	✓			
Acknowledgement as a Trillium level sponsor at Grain Farmers of Ontario's District Meetings held in January	✓				




BASF


Crystal Green
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HOW IT'S MADE
WHY IT MATTERS
ON YOUR FARM




AGTIV
BASF

SPONSORSHIP CONTRACT

NEW benefits for Platinum, Gold, and Silver level sponsors in 2027. 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: ☐ Trillium ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

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.

SELF REGISTRATION!

Exhibitors and sponsors must self-register for the event at www.gfo.ca/MarchClassic
When you and your staff register, you will have the option to purchase additional event passes and banquet tickets. NOTE: There will be will be no sales of banquet tickets onsite on the day of the event. Tickets can only be purchased online.

NOTE: Please DO NOT register through the main registration portal as that is for attendees only.
DEADLINE TO REGISTER: February 26, 2027

Please complete this form and forward to:

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

EXHIBITOR OPPORTUNITIES

EXHIBIT HALL RECEPTION

Prior to the banquet, a sponsored reception will be held on the exhibit floor from 4 p.m. to 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, GFO has created a contest for attendees, to help 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.

Please visit www.gfo.ca/March-Classic for up-to-date information.



SET-UP

Exhibit Hall

- The exhibit hall will be open for set-up on Monday, March 22
- 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 p.m. - 6 p.m. (subject to change)
- The venue will also be available at 6 a.m. on Tuesday, March 23 for set-up
- Exhbitors must visit the registration kiosk within the exhibit hall to obtain their name badges which will serve as their conference pass and banquet ticket (if applicable). Exhibitors will receive 4 event passes so it is the exhibitors' responsibilty to ensure that there are enough passes for all staff
- 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 The show code for the event is 534416706.
- If you require other services for your display such as hydro or hard-wired internet, you can order directly through the 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 2027. 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. Exhibit Hall A is on the ground floor and 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. Parking passes available for purchase from the Niagara Falls Convention Centre. There is no cost to load/unload at the loading dock

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. on Tuesday, March 23, 2027

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 23, 2027

SELF REGISTRATION:

Exhibitors and sponsors must self-register for the event at www.gfo.ca/March-Classic

When you and/or your staff register, you will also have the ability to purchase additional event passes and banquet tickets. Banquet tickets will not be sold on-site. DEADLINE TO REGISTER: February 26, 2027

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 Coulombe, Advertising Sales and Sponsorship Consultant at 226-332-3637 or at jcoulombe@gfo.ca or visit: Exhibitors & Display Companies Policy

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.
- 4 conference passes for exhibit staff
- Additional passes available for a fee

HEAVY EQUIPMENT DISPLAY

- 4 conference passes for exhibit staff
- Additional passes available for a fee
- COST: $2,000
- Details TBD with equipment dealer and Joanne

Please note, included with each display is piping and draping, 6' table and 2 chairs. Extras available through the event supplier. There is NO STORAGE onsite prior to the event. Storage and material handling needs can be ordered through our supplier in advance. It can be arranged last minute, but is subject to additional fees.
Cancellation cutoff date: January 31, 2027. No refunds following this date.

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
☐ Standard Display (10x10)	$1,000		
☐ Heavy Equipment Display	$2,000		
☐ Heavy Equipment Spotlight	Contact Us!		

*** Exhibitors will receive 4 complimentary passes to the event (gala banquet tickets not included). Additional passes available to be purchased for $195 (Must be purchased online)**

All amenities such as furnishings, carpet, additional draperies can be ordered directly from the venue's preferred supplier, Stronco at: www.stroncoonline.com The show code for the event is 534416706.

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 Coulombe
Advertising Sales and Sponsorship Consultant
Grain Farmers of Ontario
226-332-3637
jcoulombe@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 Coulombe
email: jcoulombe@gfo.ca
phone: 226-332-3637

MARCH CLASSIC EXHIBITORS' GUIDE

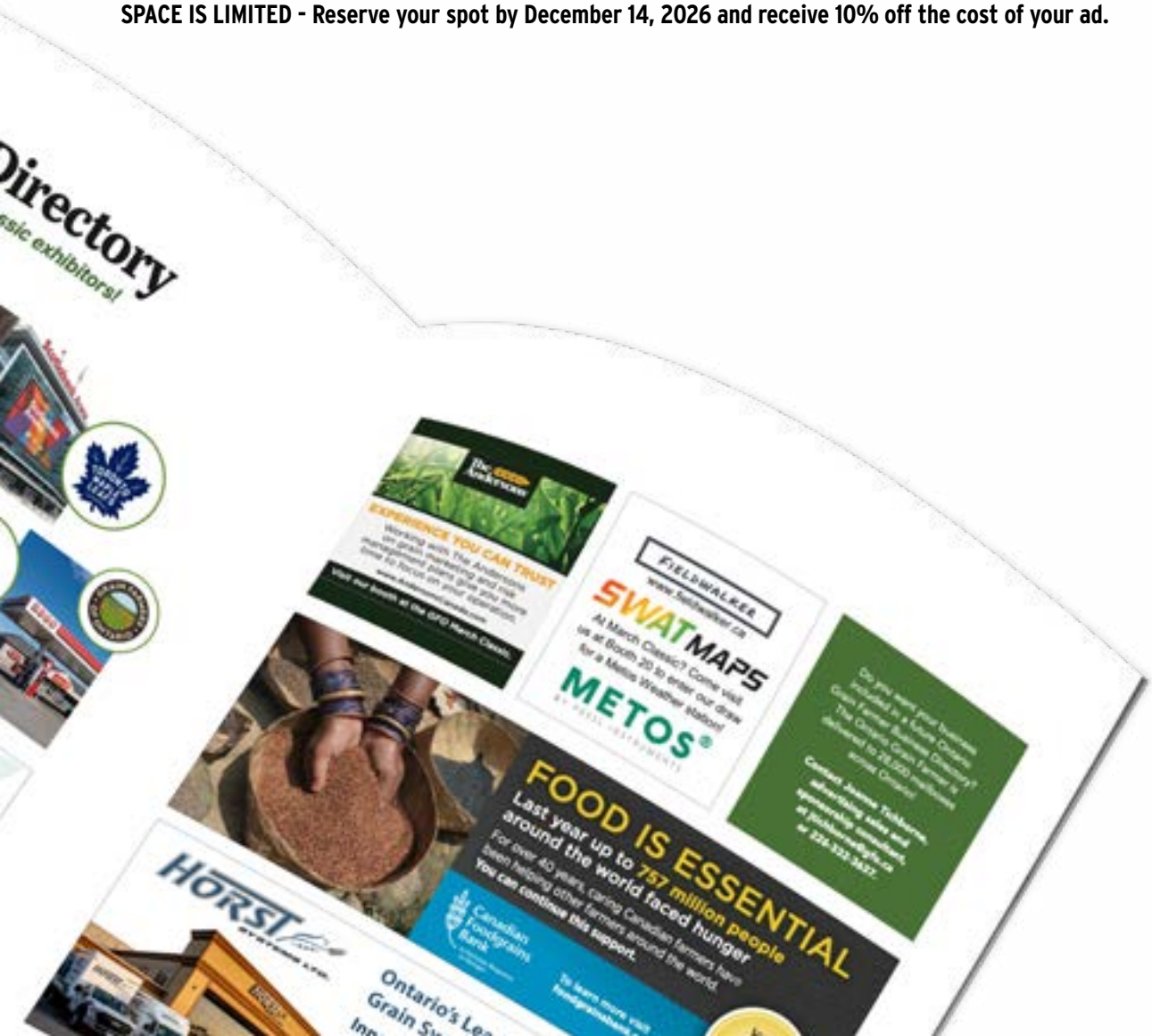
Ontario Grain Farmer magazine will publish an Exhibitors' Guide in the March 2027 issue of the magazine. The March Classic is highly anticipated by the Ontario agriculture community and beyond, and in particular by Ontario grain farmers. This is an opportunity to let our readers know who you are, what 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, 2027.

PUBLICATION DATE: MARCH 1

Space booking deadline: January 18, 2027
Ad material deadline: January 25, 2027

SPACE IS LIMITED - Reserve your spot by December 14, 2026 and receive 10% off the cost of your ad.



Small Square

2.2639" x 2.5"

Cost: $500

Large banner ad

7.125: x 2.5"

Cost: $1,000

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

SPONSORSHIP AND EXHIBITOR INQUIRIES:

Joanne Coulombe
Advertising Sales and Sponsorship Consultant
226-332-3637
jcoulombe@gfo.ca

GENERAL INFORMATION:

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

Jayde Deol
Member Relations Coordinator
226-979-5591
jdeol@gfo.ca

GRAIN FARMERS OF ONTARIO