



**SIAL Canada Toronto Show**  
**May 11<sup>th</sup> – 13<sup>th</sup> 2011**  
**Toronto Metro Convention Centre Toronto Ontario**

*You are invited to participate in an Atlantic Canada presence at this year's show organized by Taste of Nova Scotia in partnership with the four Atlantic Provinces.*

**SIAL Canada** is the **only international show in Canada** with food products and solutions for the retail and foodservice industries under one roof. SIAL Canada will highlight exhibitors providing organics, fair trade, private labels, halal, kosher, and gluten free. In addition there will be a co-located food equipment show for the retail, foodservice and food processing industries **enabling all Atlantic Canada participants to not only promote their own businesses but learn about new technologies to further develop profitability of their business.** Visit their website at <http://www.sialcanada.com>

Coordination of an Atlantic Canada Pavilion is being arranged by a steering committee with representation from Business New Brunswick, New Brunswick Department of Agriculture, Aquaculture and Fisheries, Nova Scotia Agriculture Fisheries and Aquaculture, Department of Innovation Trade and Rural Development Government of Newfoundland and Labrador, CME Newfoundland and Labrador, Innovation PEI, Atlantic Canada Opportunities Agency and Agriculture & Agri-Food Canada through funding from ACOA - *International Business Development Agreement*.

Taste of Nova Scotia has contracted, with **SIAL Canada**, an **Atlantic Canada pavilion of 2000 square feet** in the Provincial area of the show. Taste of Nova Scotia, in cooperation with the four Atlantic Provinces is inviting Atlantic Canada companies to participate for a fee of \$2,500.00 + HST. This fee includes:

- Booth space complemented with personal signage in conjunction with the Atlantic Canada Showcase Décor Package
- Opportunities for one-on-one meetings with international buyers
- Participation in the Atlantic Canada Demonstration and Education Café where your exhibited products will be prepared and featured by an Atlantic Canada Chef periodically throughout the show
- Other activities are being planned (to be confirmed)

**SIAL Canada** 2010 was held in Montreal. Here is a brief summary:

**EXHIBITION SURFACE**

- 170,000 square feet of conferences and exhibitions

**VISITORS**

- 12 759 professionals in three days
- More than 60 countries represented Canadian visitors from all provinces as well as visitors representing the major American markets (New York, New-England, Vermont, California, and Florida).

**Attached are:**

- Atlantic Canada Pavilion Registration Form
- The floor plan (the Atlantic Canada pavilion is denoted by Atlantic Canada)
- The brochure on the event

Registrations will be accepted on a first-come first-served basis. Please fax your **Atlantic Canada Pavilion Registration Form** to **Taste of Nova Scotia** at **902 492 9286** or email to [janice@tasteofnovascotia.com](mailto:janice@tasteofnovascotia.com).

**Deadline for registrations is Friday February 11 2011.**

**In summary, this is a must attend show if you are looking to export your product(s) outside of Atlantic Canada! Not only will you meet domestic buyers but you will also have the opportunity to interface with international buyers from Mexico, United States and Europe.**



## ATLANTIC CANADA PAVILION REGISTRATION FORM

**SIAL Canada Toronto Show**  
**May 11<sup>th</sup> – 13<sup>th</sup> 2011**  
**Toronto Metro Convention Centre Toronto Ontario**

Please register our organization for the Atlantic Canada Pavilion at the SIAL Canada Toronto Show

Primary Contact Name: \_\_\_\_\_ Position \_\_\_\_\_

Organization: \_\_\_\_\_

Street / PO Box: \_\_\_\_\_

City / Town: \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

First Participant Name \_\_\_\_\_ Position \_\_\_\_\_ E-mail \_\_\_\_\_

Second Participant Name \_\_\_\_\_ Position \_\_\_\_\_ E-mail \_\_\_\_\_

**Please indicate your product categories using the codes below (corresponds with SIAL Show Guide Codes):**      **Product Category #**     

- |  |  |
|--|--|
| <p><b>G01</b> Alcoholic beverages</p> <p><b>G02</b> Non-alcoholic beverages</p> <p><b>G03</b> Food ingredients/additives</p><br><p><b>F04</b> Dairy products/eggs</p> <p><b>F05</b> Seafood products, mollusks and shellfish</p><br><p><b>F06</b> Fruits, vegetables fair trade/vegetarian</p> <p><b>G07</b> Confectionery</p> <p><b>F08</b> Bakery products/baked goods/baking mixes</p> <p><b>F09</b> Meat/poultry/deli meat/game</p> <p><b>G10</b> Prepared meals/ready to eat services/federations/associations/media/agency/</p> <p><b>G11</b> Canned products &amp; other preserved products trade organizations</p> <p><b>G12</b> Condiments/oils/sauces/seasonings/vinegar</p> | <p><b>G13</b> Pet food</p> <p><b>F14</b> Organic products</p> <p><b>G15</b> Diet products/baby food/health food &amp; supplements</p> <p><b>G16</b> Grains/cereal/pasta</p> <p><b>F17</b> Gluten free/dairy free/lactose free/sugar free/functional</p><br><p><b>G18</b> Kosher/Halal products/other ethnic products</p> <p><b>G19</b> Frozen products/frozen meals</p> <p><b>G20</b> Snacks</p> <p><b>NF21</b> Professional</p> |
|--|--|

## SHOW PAVILION FEE

Fees include: Booth space, booth logistics, pre-arranged one-on-one meetings, 2 exhibitor badges, listing in show guide (other features to follow).

FEES:	\$2,500 + \$375 (HST) = \$2,875
-------	---------------------------------

Please note Fees do not include: Exhibitor travel to/from Toronto, Shipping of product to/from Toronto, accommodations, travel expenses, etc. while in Toronto.

Method of payment: <input type="checkbox"/> Please charge the above amount to  <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> American Express  Card # _____ Exp Date: _____  Name on card _____ <input type="checkbox"/> Cheque* – Payable to Taste of Nova Scotia <input type="checkbox"/> Please invoice and it is guaranteed the invoice will be paid promptly
--

Please fax the attached registration document to Taste of Nova Scotia at (902) 492 9286 and confirm that your fax was received or email to: [janice@tasteofnovascotia.com](mailto:janice@tasteofnovascotia.com). Booths will be assigned to organizations that have facilities in Atlantic Canada and preference will be given to producers and processors that currently exporting or export ready for markets outside of Atlantic Canada. Since Taste of Nova Scotia has booked the block of booths, no refunds will be given unless Taste of Nova Scotia is able to find a replacement organization.

\*Please mail cheques to: Taste of Nova Scotia  
36 Brookshire Court, Suite 14  
Bedford NS B4A 4E9

If you have any questions, please contact Janice Ruddock, Executive Director, Taste of Nova Scotia at (902)492-9291 or [Janice@tasteofnovascotia.com](mailto:Janice@tasteofnovascotia.com)

**Thank-you and look forward to seeing you at SIAL Canada 2011!**