

# EVENT PROMOTION 2025 RATE CARD

## PROMOTE YOUR EVENTS TO AN ENGAGED FOOD INDUSTRY AUDIENCE

At the Canadian Food Innovation Network, **we've built the fastest growing and most engaged food business community in the country**, representing all parts of the food value chain. Our members turn to CFIN for insight into the industry, advancements in technology, and a collaborative community.

CFIN offers high-ROI solutions for promoting events to a targeted and engaged audience. This begins with our comprehensive and highly trafficked Events Page — a crucial resource for the entire food industry, including CFIN's ever-growing membership base. **Your event promotions will achieve targeted reach to food industry professionals** by combining CFIN's events page, emails, and social networks.

Let's make the most of your ad spend. Work with CFIN to effortlessly reach your target audience and create successful, well-attended food industry events.

7,500+  
MEMBERS

20K+  
TOTAL SOCIAL  
FOLLOWERS

1.7K+  
MONTHLY  
EVENTS PAGE  
VIEWS

### EVENTS PROMOTION PACKAGE

\$2,000

Advertise your events in the right places to the right people with our comprehensive Event Promotion Package. With thousands of monthly visitors, a featured post on CFIN's Events Page ensures that you will get noticed by an audience actively seeking out the latest industry events, conferences, and networking opportunities.

In addition to prime placement on our Events Page, your events will benefit from CFIN's broad network and trusted reputation through promotional posts across multiple channels.

#### The Event Promotion Package Includes:

- ❖ **Feature placement across all CFIN Event Pages:** Your event will be prominently displayed at the top of our Events Landing Page and all Individual Event Pages, ensuring maximum visibility to our network.
- ❖ **Weekly promotion on CFIN's social channels:** We will promote your event weekly on CFIN's social networks and YODL—the online community forum and resource hub.
- ❖ **Promotional post from CFIN's Regional Innovation Directors:** Events will gain additional exposure through a post across our Regional Innovation Directors' LinkedIn channels.
- ❖ **Ad space on YODL:** Your event will be advertised on YODL, targeting CFIN's highly engaged membership.
- ❖ **Inclusion in CFIN's Monthly Newsletter:** Your event will be featured in our monthly newsletter, which goes out to all CFIN members and hits a 45% Open Rate and 55% Clickthrough Rate.