

# UNPUZZLING EVENTS

## 2025 RATE CARD

### Directly REACH A HIGHLY ENGAGED AUDIENCE & BOOST YOUR VISIBILITY AND ENGAGEMENT

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.

**Unpuzzling is a term that refers to the process of solving or clarifying something that is confusing or complex.** While business and entrepreneurship are generally confusing and complex, when an innovator aims to tackle food business opportunities, the process becomes even more of a puzzle!

CFIN is committed to transforming innovation confusion into clarity. Our suite of Unpuzzling events provide business leaders ways to hone their analysis and problem-solving abilities so that they can unpuzzle food business problems and grow their companies.

We want to invite you to join us in creating a thriving food system that fuels Canada's economy!

**7,500+**  
MEMBERS

**72%**  
MEMBERS IN  
SENIOR  
MANAGEMENT

**150+**  
AVERAGE  
WEBINAR  
REGISTRATIONS



#### UNPUZZLING IRL - 3 meet ups, each with 25 curated attendees \$20,000

Partner with CFIN to create an "Unpuzzling" meet up series that fosters direct connections between SMEs in the F&B space and foodtech innovators.

These sessions provide a unique platform to unpuzzle business challenges, leveraging the collective expertise of peers and thought leaders. Participants walk away with actionable insights and strategies.

#### UNPUZZLING BREAKFAST - 1 event with up to 50 attendees \$15,000

Unpuzzling Breakfasts are casual meet ups designed to foster connection and collaboration among peers. Invite lists are curated by business category and common challenges to ensure common interests.

Featuring ice-breakers that get conversations started, these breakfasts offer a friendly, informal setting perfect for building relationships and sparking new opportunities.

#### UNPUZZLING VIRTUAL - 1 virtual meet up with up to 30 attendees \$4,500

Unpuzzling virtual meet ups are ideal for breaking down geographical barriers. They provide a unique platform to tackle business challenges collaboratively, leveraging the collective expertise of participants (SMEs in the food and beverage space and foodtech innovators.)

Participants engage in facilitated, interactive sessions, breakout rooms, and live Q&A to unpuzzle their business challenges and identify partners.

These webinars are a great way for your company to spark real-time conversations with both current and potential clients. Plus, the conversation doesn't stop when the live broadcast ends - an on-demand version will be available to keep reaching your audience long after the event.

**Whichever event type you choose, we've got you covered on hosting, promoting, and executing the webinar, so you can focus on being the thought leader.**

- ▶ Canadian Food Innovation Network will handle the hosting, promotion, and moderation.
- ▶ We provide all the promotion, logistics, and tech support needed to run each event, including setting up the registration page and launching a marketing campaign across our channels for up to four weeks.
- ▶ After the event, you'll receive a lead-generation and performance report.
- ▶ Webinars are recorded and will be archived on YODL and shared with all registrants via email.