

## WEBINARS

# 2025 RATE CARD

## ENGAGE WITH A TARGETED AUDIENCE AND SHOWCASE YOUR INDUSTRY LEADING EXPERTISE

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.

Our webinars offer a direct and interactive way to engage with a targeted audience, ensuring your brand and message reaches potential customers who are already interested in your niche. By partnering with CFIN, you'll leverage the trust we've built with our members, leading to higher attendance rates and engagement than traditional advertising. Webinar content must be relevant to CFIN members and align with their interests. CFIN will collaborate with you to ensure the webinar delivers valuable insights to our membership base.

Let's elevate your brand's presence and foster meaningful connections through engaging, tailored webinars!

**7,500+**  
MEMBERS

**72%**  
MEMBERS IN  
SENIOR  
MANAGEMENT

**1,999+**  
FOOD  
MANUFACTURERS  
& PROCESSORS

## WEBINAR PACKAGE

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.

We've got you covered on hosting, promoting, and executing the webinar, so you can focus on being the thought leader.

Align your brand with one of our educational sessions, or create a branded webinar with your own topic, speaker, and presentation.

### CFIN will create the following assets:

- Registration Page (Eventbrite)
- Post-event Reporting (high level data on attendees, email open rates, and social engagement)

### CFIN will lead the following promotional initiatives:

- Dedicated Eblasts to its entire membership base (prior to the event)
- Follow up Eblast to its entire membership base (post-event)  
*This will include a link to the webinar recording*
- Inclusions in CFIN's monthly newsletter
- Social media and YODL Promotion (1x per week)
- Inclusion on CFIN Events Page

### Client will take the lead on the following deliverables:

- Digital Graphics (social media and registration page)  
*CFIN to provide the specs*
- All promotional copy

CFIN will also organize a walkthrough with the client prior to the event to ensure everything runs smoothly.

**PACKAGES START AT \$4,500**

