

## Event Promotion

# 2026 RATE CARD

**Promote your events to an engaged food industry audience.**

At the Canadian Food Innovation Network, we've built one of Canada's fastest-growing, most engaged food business communities, spanning every part of the value chain. Members turn to CFIN for industry insight, technology trends and a collaborative network.

CFIN delivers high-ROI event promotion to a targeted, engaged audience through a heavily visited Events Page, supported by email and social amplification to food industry professionals and our growing membership base.

Make the most of your ad spend by partnering with CFIN to easily reach your ideal audience and drive attendance at your food industry events.



## Event Promotion Package

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.

### Feature Placement Across All CFIN Event Pages

Your event will be prominently featured at the top of our events webpages, ensuring strong visibility across 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.

**Investment starts at \$2,000 per month.**