

PRODUCE: POWERED BY PEOPLE



CPMA DEMO AREA

May 6-8, 2009
Toronto, Ontario, Canada

CANADIAN PRODUCE MARKETING ASSOCIATION • 84th ANNUAL CONVENTION AND TRADE SHOW

This event will allow exhibitors to showcase their produce in the DEMO area. CPMA will arrange for local talented chefs, who will work with each exhibitor to prepare their unique recipe, while utilizing the chef's talent and creativity in front of the entire produce marketplace. From high level executives from across the industry, the CPMA will create the ultimate demonstration area focused on fresh produce in Canada.

REGISTER NOW! ONLY 10 SPACES AVAILABLE!

The demonstration area will be of a format where exhibitors will work directly with the chef(s) to prepare recipes that will best showcase their products. This area will be "live" on Thursday, May 7th from 1:30 p.m. to 5:30 p.m., and Friday, May 8th from 12:30 p.m. to 4:30 p.m.

FORMAT:

1. A chef will prepare one recipe provided by the participating company who signs up to have their products demonstrated.
2. A master of ceremony will be available to describe your recipe as it is prepared. Information on your recipe and company background to be provided to **Natalia Kaliberda** at CPMA, nkaliberda@cpma.ca, no later than **April 1, 2009**.
3. Demonstrations will be per company for a duration of 20 minutes.
4. Each participating company will be charged a fee of **\$550.00 CAD** (plus applicable taxes) to utilize this area.
5. Each participating company can highlight their products in one of their delicious recipes.
6. Each company will provide the chef(s) with one recipe and all the necessary ingredients, including condiments, spices etc. to create their unique recipe.
7. CPMA will provide the demonstration area (including cooking burners, counters, and signage). (Including participating companies' logos.)
8. Each chef will bring their own pots, pans, utensils, and other cooking items required to make your recipes.
9. A CPMA committee representative will be in this area to help you coordinate your demonstrations.





CPMA Demonstration Area Application

Canadian Produce Marketing Association • 84th Annual Convention and Trade Show
May 6-8, 2009 • Metro Toronto Convention Centre, Toronto, Ontario, Canada

Contact: Natalia Kaliberda – Telephone: (613) 226-4187 ext. 223 • Fax: (613) 226-2984 • nkaliberda@cpma.ca

Company Information

Company Name																											
First Name															<input type="checkbox"/> Mr			<input type="checkbox"/> Mrs			<input type="checkbox"/> Ms			Booth Number			
Last Name																											
Telephone										Ext.					Fax												
Email																											

Demonstration Area Cancellation Policy

NO REFUNDS WILL BE ISSUED.

Demonstration Area Participation Fee

G.S.T.# 106846587 RT0001. All funds are in Canadian dollars.

Canadian Exhibitors **\$577.50** (\$550.00 + \$27.50 G.S.T.)

U.S. & International Exhibitors **\$550.00**

Payment Information

Please complete, sign and date this form, and return it with the **Demonstration Area Participation fee** to CPMA.
Pay by cheque or credit card. Type or print clearly. **Invoices will not be issued.**

Cheque enclosed Visa American Express MasterCard

Make cheque payable to: **Canadian Produce Marketing Association**

Credit Card Number															Expiry date			
															M M Y Y			

Cardholder's Name

Signature Note: Credit card information provided here is for Demonstration Area Participation fee payment only. Date

Privacy Policy: By completing this form you consent to the use of the personal information you provided for registration and marketing purposes. For more information regarding CPMA's Privacy Policy, please visit our website at www.cpma.ca