

Sponsorship Opportunities

INDUSTRY NIGHT OUT 2026

CHFA's Industry Night Out is a chance for the natural, organic and wellness (NOW) industry to come together and meet up in Montréal, Calgary and Halifax (NEW!) while enjoying a drink and a bite to eat.

Average Attendance (2022-2025)

Calgary

90

Attendees

Montréal:

130

Attendees

2026 Event Dates

Calgary: April 8, 2026 at Taiko Canteen

NEW! Halifax: April 22, 2026 at Peacock Wine Bar

Montréal: Details coming soon

Get your brand front and centre of the NOW community by sponsoring Industry Night Out!



\$1,500 - Calgary & Montréal

\$1,000 - Halifax

Drink Sponsor

(2 AVAILABLE PER EVENT)

BOOKING & LOGO DEADLINE:

- **CALGARY: MARCH 5, 2026**
- **HALIFAX: MARCH 19, 2026**
- **MONTRÉAL: OCTOBER 2, 2026**



Entitlements include:

- Custom branded drink tickets with your company logo.
- Customized retailer invitations that you can share with your customers.
- Logo recognition during the event.
- Placement of logo on event webpage including hyperlink to company website.
- Logo recognition on CHFA event marketing materials.
- Hyperlinked logo placement on attendee registration confirmations.
- Acknowledgment during welcome remarks.



\$750

Exclusive Gift Bag Sponsor

(1 AVAILABLE PER EVENT)

BOOKING & LOGO DEADLINE:

- CALGARY: MARCH 11, 2026
- HALIFAX: MARCH 25, 2026
- MONTRÉAL: OCTOBER 2, 2026

Entitlements include:

- Recognized as the sponsor who supplied gift bags and goodies to all attendees. Sponsor may customize bags with their brand. Products subject to CHFA approval.
- Customized retailer invitations that you can share with your customers.
- Logo recognition during the event.
- Placement of logo on event webpage including hyperlink to company website.
- Logo recognition on CHFA event marketing materials.
- Hyperlinked logo placement on attendee registration confirmations.
- Acknowledgment during welcome remarks.



\$500

Email Banner Ad in Pre-Event Email

(3 AVAILABLE PER EVENT)

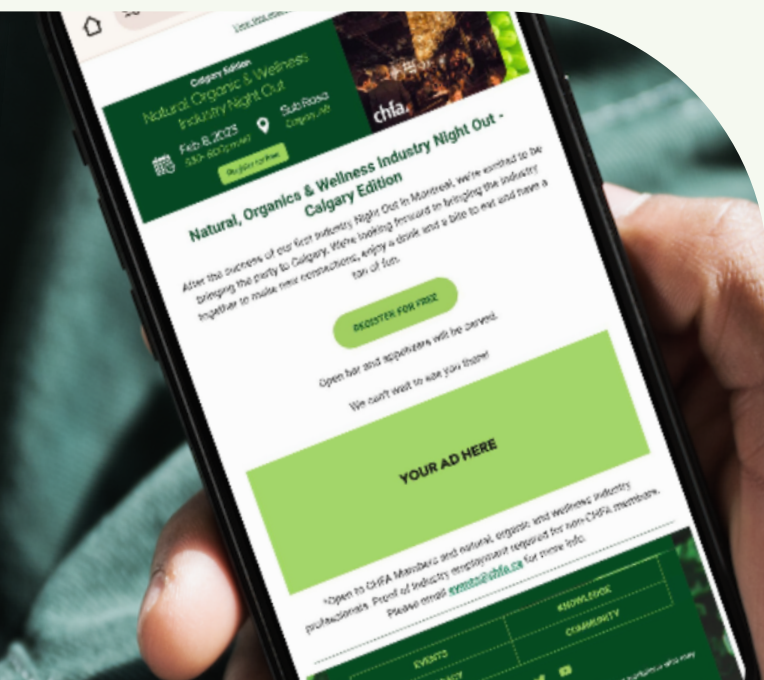
BOOKING & MATERIAL DEADLINE:

- CALGARY & HALIFAX: FEBRUARY 2, 2026
- MONTRÉAL: SEPTEMBER 18, 2026

Market to over 3,000 CHFA Members and industry contacts! Our pre-event emails get your brand in front of this qualified and engaged audience by placing your brand directly into their inboxes. Average open rate is 42% based on 2025 stats.

Entitlements include:

- One (1) pre-event email ad: Sent to CHFA Members and past event attendees.
- Calgary & Halifax: Emails are sent between February and April.
- Montreal: Emails are sent between September and November (subject to change).
- Choices of ad placements will be given on a first-come, first-served basis.



Bundle and Save!
\$1,250 for 3 banner placements

Banner Ad Specs:

- 1200x400 px | PNG format | No animations
- Hyperlink for the ad

\$3,000

Conference Sponsor

(1 AVAILABLE PER EVENT)

BOOKING & LOGO DEADLINE:

- MONTRÉAL: SEPTEMBER 11, 2026

Sponsor our Industry Night Out Montreal conference to be at the forefront of our exper-led speaker series. Presented in French, the sessions will focus on trends and insights to help brands and retailers grow and succeed in Canada's natural, organic and wellness sector through the lens of the Quebec market.

Note: Sponsoring the conference does not guarantee a speaking opportunity.

Entitlements include:

- Recognized as the exclusive sponsor of the conference at Industry Night Out Montreal
- Customized retailer invitations that you can share with your customers.
- Logo recognition during the event.
- Placement of logo on event webpage including hyperlink to company website.
- Logo recognition on CHFA event marketing materials.
- Hyperlinked logo placement on attendee registration confirmations.
- Acknowledgment during confence and opportunity to introduce speakers

