

# PARTNERSHIP AND EXCLUSIVE POSITIONING PROPOSAL

## BÉNÉFIQ2020

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October 6 – 7 – 8,  
2020

Quebec City  
Convention Centre



## About BÉNÉFIQ

As INAF's flagship event, BÉNÉFIQ is the only event for scientists and industry professionals dedicated to the health food and ingredients sector in Canada. Since its creation, the event has enjoyed a strong regional and international reputation due to the quality of its programming and the unique nature of its formula, combining research and business development.

The 5<sup>th</sup> edition of BÉNÉFIQ will be held October 6–8, 2020, at the Quebec City Convention Centre. The main theme of the 2020 edition, “Together for sustainable food and health,” will integrate the major issues affecting the different links in the supply chain, from the development of innovative products to their consumption.

BÉNÉFIQ aims to support growth in the bio-food and health ingredients sector and help companies innovate by leveraging the latest scientific findings. Bringing together everyone from startups to multinational corporations, and students to renowned researchers, BÉNÉFIQ is also a community where we “pay it forward” to the next generation. This year, the mentoring-based Pay It Forward movement aims to support tomorrow's leaders and the creation of personal business relationships based on an excubation approach.



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## Nurturing knowledge for 20 years

This year, INAF celebrates its 20th anniversary! BÉNÉFIQ will be an opportunity to highlight INAF's achievements and vision that has propelled it to actively contribute to nourishing knowledge for the past 20 years. Come celebrate with us!

## Share in BÉNÉFIQ'S success by becoming a preferred event partner

BÉNÉFIQ is a must-attend event for all stakeholders in the food industry. Share in its success by becoming a preferred event partner!



## Our Visibility Plan

### **DIAMOND Partner - \$10,000**

#### Exclusive Offer

- One (1) space in the Innovations Hall with a high table and two chairs (10x10)
- Four (4) registrations to BÉNÉFIQ with four (4) tickets to the October 7<sup>th</sup> banquet
- Mentoring of two (2) startups as part of the Pay It Forward movement
- Four (4) tickets to the October 6<sup>th</sup> cocktail hour
- Speech during the October 6<sup>th</sup> cocktail

#### Visibility

- Visibility (logo displayed on screens and possibility of displaying your banner) during the opening cocktail and the “Match DUX” pitch session
- Visibility (logo displayed on screens and possibility of displaying your banner, special mention of your organization in the opening remarks) at the banquet
- Your logo on all promotional materials and screens at the event site
- Your logo with a hyperlink on the website and in event newsletters
- Visibility on BÉNÉFIQ's and INAF's social media accounts (sharing of your posts about the event, tagging of your accounts in our posts (Facebook, Twitter, LinkedIn))
- Acknowledgement of your organization at the start of the conference
- Post-event visibility showcasing the mentoring experience
- Possibility of offering bags, lanyards or other promotional items
- Possibility of becoming an exclusive industry partner of one of the keynote presenters
- Inclusion of your organization in official photos



## **GOLD Partner - \$7,500**

### Exclusive Offer

- One (1) space in the Innovations Hall with a high table and two chairs (10x10)
- Three (3) registrations to BÉNÉFIQ with three (3) tickets to the October 7<sup>th</sup> banquet
- Mentoring of one (1) startup as part of the Pay It Forward movement
- Three (3) tickets to the October 6<sup>th</sup> cocktail hour

### Visibility

- Visibility (logo displayed on screens and possibility of displaying your banner) during the opening cocktail and the "Match DUX" pitch session
- Your logo on all promotional materials and screens at the event site
- Your logo with a hyperlink on the website and in event newsletters
- Visibility on BÉNÉFIQ's and INAF's social media accounts (sharing of your posts about the event, tagging of your accounts in our posts (Facebook, Twitter, LinkedIn))
- Acknowledgement of your organization at the start of the conference
- Post-event visibility showcasing the mentoring experience
- Possibility of becoming an exclusive partner of the poster session



## **SILVER Partner - \$5,000**

### Exclusive Offer

- One (1) space in the Innovations Hall with a high table and two chairs (10x10)
- Two (2) registrations to BÉNÉFIQ with two (2) tickets to the October 7<sup>th</sup> banquet
- Two (2) tickets to the October 6<sup>th</sup> cocktail

### Visibility

- Your logo on all promotional materials and screens at the event site
- Your logo with a hyperlink on the website and in event newsletters
- Visibility on BÉNÉFIQ's and INAF's social media accounts (sharing of your posts about the event, tagging of your accounts in our posts (Facebook, Twitter, LinkedIn))
- Possibility of sponsoring a renowned speaker
- Possibility of becoming an exclusive industry partner of an associated session
- Possibility of becoming an exclusive industry partner of a conference "fun run"
- Visibility (small posters) during health breaks



## **BRONZE Partner - \$2,500**

### Exclusive Offer

- One (1) space in the Innovations Hall with a high table and two chairs (10x10)
- One (1) registration to BÉNÉFIQ
- One (1) ticket to the October 7<sup>th</sup> banquet
- One (1) ticket to the October 6<sup>th</sup> cocktail hour

### Visibility

- Your logo on all promotional materials and screens at the event site
- Your logo with a hyperlink on the website and in event newsletters
- Visibility on BÉNÉFIQ's and INAF's social media accounts (sharing of your posts about the event, tagging of your accounts in our posts (Facebook, Twitter, LinkedIn))
- Visibility (small posters) during health breaks



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# Partnership Proposal Summary

## DIAMOND

\$10,000

- One (1) space in the Innovations Hall
- Four (4) registrations to BÉNÉFIQ
- Four (4) tickets to the banquet
- Mentoring of two (2) startups as part of the **Pay It Forward** movement
- Four (4) tickets to the cocktail
- Speech during the cocktail

## GOLD

\$7,500

- One (1) space in the Innovations Hall
- Three (3) registrations to BÉNÉFIQ
- Three (3) tickets to the banquet
- Mentoring of one (1) startup as part of the **Pay It Forward** movement
- Three (3) tickets to the cocktail

## SILVER

\$5,000

- One (1) space in the Innovations Hall
- Two (2) registrations to BÉNÉFIQ
- Two (2) tickets to the banquet
- Two (2) tickets to the cocktail

## BRONZE

\$2,500

- One (1) space in the Innovations Hall
- One (1) registrations to BÉNÉFIQ
- One (1) ticket to the banquet
- One (1) ticket to the cocktail

## To this proposal, I would like to add:

- BÉNÉFIQ, full registration **\$750/each**
- Cocktail, additional ticket **\$50/each**
- Banquet, additional ticket **\$200/each**



Would you like to celebrate INAF's 20<sup>th</sup> anniversary with us?

It is also possible to add an amount of your choosing to the INAF Development Fund.

A tax receipt will be issued for any donation of \$25 or more.

### CONTACT

Marilyn Clermont  
Communication Manager

marilyn.clermont@fsaa.ulaval.ca  
418 656-2131, 405862