



TERROIR

HOSPITALITY INDUSTRY SYMPOSIUM

MAY 28 - 29 - 30, 2017

1000+ INFLUENTIAL CULINARY LEADERS
CELEBRATING CANADIAN GASTRONOMY



OUR HOME AND NATIVE LAND: CELEBRATING CANADIAN GASTRONOMY

Terroir is an annual program that brings together innovative and creative influencers from the field of hospitality, including chefs, food and beverage experts, writers and business leaders.

- Three consecutive days of education, inspiration and networking
- Professional development for people working in all areas of hospitality
- Cross-pollination of creative strategies from the hospitality industry Building business relationships.

To celebrate 150 years of Canadian History, our speakers and presenters for 2017 will reflect the leadership and diversity of the Canadian culinary landscape.

OUR DELEGATES ARE YOUR CUSTOMERS

The Terroir Symposium provides intimate opportunities to develop business to business relationships with the most influential leaders in the Canadian and international hospitality industry.

WHO THEY ARE

- 18% CHEFS
- 15% RESTAURANT MANAGEMENT
- 6% BEVERAGE PROFESSIONALS / SOMMELIERS
- 4% PRODUCERS / ARTISANS
- 16% BUSINESS MARKETING / PUBLIC RELATIONS
- 18% EVENT MANAGEMENT
- 2% EDUCATORS
- 3% OTHER

WHERE THEY COME FROM

- 55% Greater Toronto
- 12% Ontario
- 12% Across Canada
- 10% USA
- 11% International including: Israel, UK, Jamaica, Ireland, Netherlands, Scotland, Belize, Spain, Europe

WHY THEY COME

"It felt like a larger-than-life experience to have so many incredible people all in one space."

"The event was next level: the attendees, food, venue and talent were excellent."

"An amazing blend of food, technology, art, innovation and creativity!"



EVENT AT A GLANCE

3 consecutive days of education, inspiration & networking

THE SCHEDULE

SUNDAY, MAY 28TH, 2017

POTENTIAL MEDIA TOURS
VIP RECEPTION

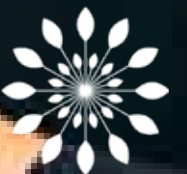
MONDAY, MAY 29TH, 2017

TERROIR SYMPOSIUM
INDUSTRY AFTER-PARTY

TUESDAY, MAY 30TH, 2017

RURAL RETREAT

1000+ ATTENDEES
6 EVENTS
70 SPEAKERS
8 CUSTOMIZABLE
PROGRAMS



SOCIAL MEDIA REACH

1,110 FOLLOWERS ON FACEBOOK

In the month of April alone, our posts accumulated 46,152 engagements. Those included 2,328 post clicks and 752 post interactions.

6,715 FOLLOWERS ON INSTAGRAM

Received 28,479 likes on a total of 760 posts in 2015

6,798 FOLLOWERS ON TWITTER

@agotoronto Apr 26 40 Likes 7 Retweets
“Thanks to all the industry for transforming the gallery into foodie heaven for @TerroirTalk #Terroir10.”

@PayChen Apr 25 2 retweets 11 likes
“Painted with icing today @TerroirTalk in case you thought dreams can come true. via Snapchat @PayChenEats #Terroir10”

@MuskokaBrewery Apr 25 40 retweets 20 likes
“Sliders upon sliders upon sliders - paired with #MadTom at #Terroir10 today, so good! Photo via @AmongthePines-CA”

THE NUMBERS

Day-of social media activity generates upwards of 22,000 impressions

Average impressions across all platforms start at 5000 per day.



PAST SPEAKERS

DANIEL BOULUD, CHEF, NEW YORK CITY

DAVID CHANG, CHEF, NEW YORK CITY

RENE REDZEPI, CHEF, DENMARK

NED BELL, CHEF, VANCOUVER

DOMINIQUE CRENN, CHEF, SAN FRANCISCO

FERGUS HENDERSON, CHEF, LONDON

BEN SHEWRY, CHEF, MELBOURNE

DAVID KINCH, CHEF, LOS GATOS, CALIFORNIA

MAGNUS NILSSON, CHEF AND AUTHOR, DENMARK

LOTTA JORGENSEN, FOOL MAGAZINE

MARK BEST, CHEF AND AUTHOR, AUSTRALIA

FRANCOIS CHARTIER, SOMMELIER, MONTREAL

CAROLYN PHILLIPS, FOOD WRITER AND ARTIST, SAN FRANCISCO

QUIQUE DACOSTA, CHEF, SPAIN

BOMBAS AND PARR, JELLY MONGERS AND FOOD ARTISTS, LONDON

VIKRAM VIJ, CHEF, VANCOUVER

ANISSA HELOU, AUTHOR AND CHEF, SICILY

...AND MORE!



SIGNATURE EVENT PARTNERSHIP

\$25,000

Symposium speaking opportunity

Exclusive tier-category exclusivity

License to use Terroir trademarks in promotional materials

Integrated symposium program with custom on-site activation

8 VIP tickets to all symposium events (\$4800 Value)

Joint press release and PR campaign

Ability to host media prior to the event

Customized social media program, including contesting

Opportunity to host one of our offsite events for VIP and Media

Full page ad in Terroir Symposium program (Value \$1000)

Marketing and brand activation and deliverables

*For a complete list of benefits, please ask for our pricing grid.



CUSTOM EVENT PARTNERSHIP

\$12,000

Your chance to activate a space at Terroir with a custom program integration.

Exclusive tier-category

Licence to use Terroir trademarks in promotional materials

6 VIP tickets to all symposium events including:

- VIP Reception
- Private Media Dinner
- Lunch Partners
- Post Terroir Industry Parties
- Culinary Retreat (\$3600 Value)

Opportunity to host an exclusive stage

Customized social media program, including contesting

Full page ad in Terroir Symposium program (Value \$1000)

Marketing and brand activation and deliverables



PROGRAM PARTNER

\$6,000

Become a Terroir Symposium Program Partner and help us curate an exclusive workshop session.

- Ability to curate workshop within the symposium theme
- Verbal thank-you/mention at Symposium
- 12 tickets to symposium related events (value of \$2400)
- Promotion through social media (Instagram, Twitter, Facebook)
- 1/2 page ad in 2017 Symposium Program
- Access to event video and photos

TRADE BOOTH PACKAGE

\$1,500

- 6 tickets to symposium related events (value of \$2400)
- Promotion through social media (Instagram, Twitter, Facebook)
- Ability to distribute product and materials

GROUP DISCOUNTS

Buy 10 or more full day tickets and get \$50 off per ticket. A minimum purchase of \$2500 is required. Enquire for more details.



2017 PARTNERSHIP GRID

	LEVEL	SIGNATURE	CUSTOM	PROGRAM	TRADE BOOTH
DETAILS	EXCLUSIVITY	☼	☼		
	AVAILABILITY	3	4	6	16
PROFILE	FEE (CASH/IN-KIND)	\$25,000	\$12,000	\$6,000	\$1,500
	SYMPOSIUM SPEAKING OPPORTUNITY	☼			
	EXCLUSIVE TIER CATEGORY PARTNERSHIP	☼	☼		
	LICENSE TO USE TERROIR TRADEMARK, LOGO AND BRAND	☼	☼		
	INTEGRATED SYMPOSIUM PROGRAM & CUSTOM ON-SITE ACTIVATION	☼	☼		
	ABILITY TO CURATE WORKSHOP WITHIN THE SYMPOSIUM THEME			☼	
	VERBAL THANK-YOU/MENTION AT SYMPOSIUM	☼	☼	☼	
	VIP RECEPTION (VALUE OF \$100 EACH)	8	6	4	2
	FULL DAY SYMPOSIUM TICKETS (VALUE OF \$299 EACH)	8	6	4	2
	CULINARY RETREAT (VALUE OF \$200 EACH)	8	6	4	2
TICKETS TO EVENTS	OPPORTUNITY TO PURCHASE ADDITIONAL BLOCK OF TICKETS AT REDUCED RATE	☼	☼		
	JOINT PRESS RELEASE ANNOUNCING PARTNERSHIP	☼			
	NAME MENTIONED IN PRESS RELEASE	☼	☼	☼	
	ABILITY TO HOST A PRIVATE MEDIA EVENT (SATURDAY/SUNDAY)	☼			
	LOGO ON ADVERTISING (4 NATIONAL ADS)	☼	☼		
	LOGO ON EVENT PROMOTIONAL MATERIALS/COLLATERAL	☼	☼		
	LOGO/LINK ON FRONT PAGE OF WEBSITE	☼			
	LOGO/LINK ON SYMPOSIUM PROGRAM PAGE	☼	☼	☼	
	CUSTOMIZED E-BLAST TO TERROIR COMMUNITY	☼	☼		
	NAME MENTION IN E-BLAST	☼	☼	☼	☼
MARKETING & COMMUNICATIONS	CUSTOMIZED SOCIAL MEDIA PROGRAM	☼	☼		
	PROMOTION THROUGH SOCIAL MEDIA (INSTAGRAM/TWITTER/FACEBOOK)	☼	☼	☼	☼
	CUSTOMIZED AND INTERACTIVE CONTEST THROUGH SOCIAL MEDIA	☼	☼		
	BLOG FEATURE ON TERROIR WEBSITE	☼	☼		
	FULL PAGE AD IN PROGRAM (VALUE OF \$1000)	☼	☼		
	1/2 PAGE AD IN PROGRAM (VALUE OF \$500)			☼	
	LOGO IN PROGRAM	☼	☼	☼	☼
	CONTACT INFORMATION IN RESOURCE SECTION	☼	☼	☼	☼
	LOGOS/NAME ON STAGING/BACKDROP, BANNERS & SIGNS	☼	☼	☼	☼
	SPONSOR RECOGNITION SLIDES	☼	☼	☼	☼
ON-SITE SYMPOSIUM	PROMO/DEMO STAND ONSITE FOR PRODUCT OR SERVICE (VALUE OF \$1500)	☼	☼	☼	☼
	ABILITY TO DISTRIBUTE MATERIALS ON SITE AT SYMPOSIUM	☼	☼	☼	☼
	ACCESS TO EVENT-GENERATED DATABASE	☼			
	FIRST RIGHT OF REFUSAL FOR 2018	☼	☼		
	ACCESS TO EVENT VIDEO AND PHOTOS	☼	☼	☼	
ADDITIONAL BENEFITS	ABILITY TO SUBMIT QUESTIONS FOR FINAL REPORT	☼	☼	☼	
	LOGO/NAME ON POST CONFERENCE MATERIALS	☼	☼	☼	
	ACKNOWLEDGEMENT IN FINAL REPORT + COPY OF REPORT	☼	☼	☼	☼



TERROIR

HOSPITALITY INDUSTRY SYMPOSIUM

MAY 28 - 30, 2017
ART GALLERY OF ONTARIO

for more information, please contact:

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THANK YOU!

