



ofvc

CANADA'S PREMIER
HORTICULTURAL EVENT

**ONTARIO
FRUIT AND
VEGETABLE
CONVENTION**
Prospectus

FEBRUARY 18-19, 2026

NIAGARA FALLS CONVENTION CENTRE

Exhibit | Advertise | Sponsor



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**PROUDLY GROWING
IN CANADA**

CANADA'S PREMIER HORTICULTURAL EVENT

The Ontario Fruit and Vegetable Convention is an annual gathering of horticultural fruit and vegetable producers, from Ontario and across Canada. This 2-day event unites growers and industry leaders with enriching educational sessions, a vibrant trade show, and unmatched networking opportunities.

Connect and be part of something big at OFVC 2026! It's your opportunity to put your brand front and center with Ontario's thriving horticulture community.

Join growers, suppliers, and decision-makers from across the industry—all under one roof. Showcase your products, launch new innovations, and connect with the people who matter most to your business. From live demos to building lasting partnerships, OFVC is where ideas and opportunities grow. Secure your spot today and help shape the future of Canadian horticulture.



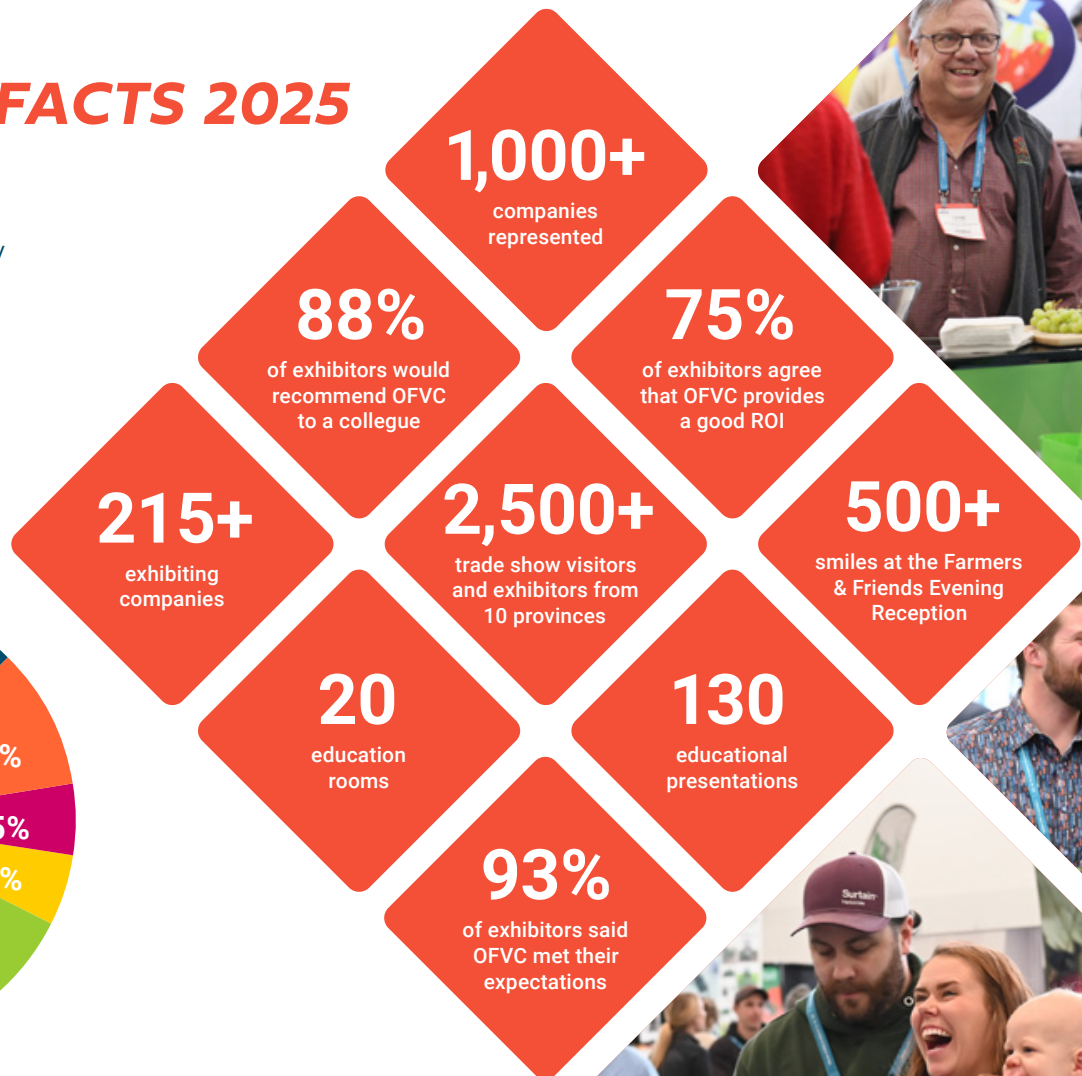
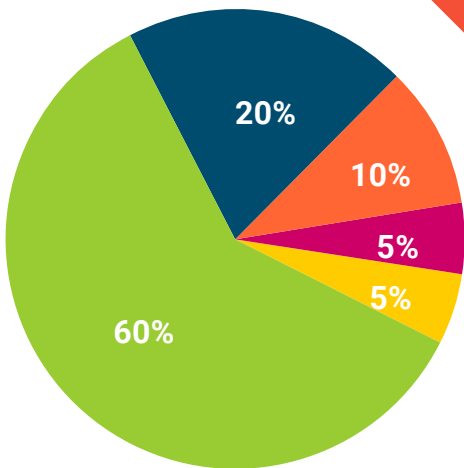
Proudly GROWN IN CANADA, COAST TO COAST TO COAST



ofvc FAST FACTS 2025

OFVC Attendees

- 60% Farmer/Producer/ Farm Employee
- 20% Allied Industry
- 10% Other
- 5% Government
- 5% Research



EXHIBITING OPPORTUNITIES

Space Costs

Early Bird	\$1,325 + HST
Regular Rate	\$1,550 + HST (after Nov. 1, 2025)
15% Discount	3 or more booths, conditions apply
20% Discount	6 or more booths, conditions apply

Pricing is per 10' x 10' exhibit space and includes one skirted table, two chairs, draped 8' back and 3' side walls, 110 amp electrical hook-up, four exhibitor name badges (max. 8 for multiple booths), complimentary in-booth Wi-Fi, basic exhibitor listing (company name, logo, and booth number) displayed in show guide and on website, professional floor management and security.

[Click here for more info.](#)

Trade Show Times

Exhibitor Set-up

Tuesday, February 17 9:00 am – 6:00 pm

Exhibitor Hours

Wednesday, February 18 8:30 am – 5:00 pm

Thursday, February 19 8:30 am – 4:00 pm

Tear Down

Thursday, February 19 4:00 pm – 6:00 pm

Parking & Material Handling

FREE parking located behind the facility. Large truck parking is also available ([click here to view Exhibitor manual](#)). Exhibitors also enjoy FREE drayage during move-in and move-out.

Official Convention Hotel

A convention rate is available at The Embassy Suites Hotel, 6700 Fallsview Blvd., a short walk from the convention centre. A complimentary shuttle service runs between the hotel and the convention centre. [Click here for more information or to make an online reservation.](#)

Farmers & Friends Reception

Join us on Wednesday from 5:00 pm – 7:00 pm on the trade show floor. The event features live entertainment, Ontario wines, ciders and craft beers, food and great conversation.

Interactive Floorplan and Listings

The floorplan and listings is a great tool to help increase your brand exposure at the convention. Attendees can browse the interactive floorplan and search by categories and tags. Exhibitors can update and self-manage their listings and have the ability to populate the listing with a variety of marketing materials including brochures and videos. [Click here for more info.](#)

Basic Listing – Included with booth package

Includes company name, logo, and booth number.

Premium Listing – \$225 + HST

Includes company name, booth number, logo, company description (300 word max.), website link, social links and digital brochures (up to 5 pdfs no larger than 20 MB).

[Click here to view a sample premium listing.](#)

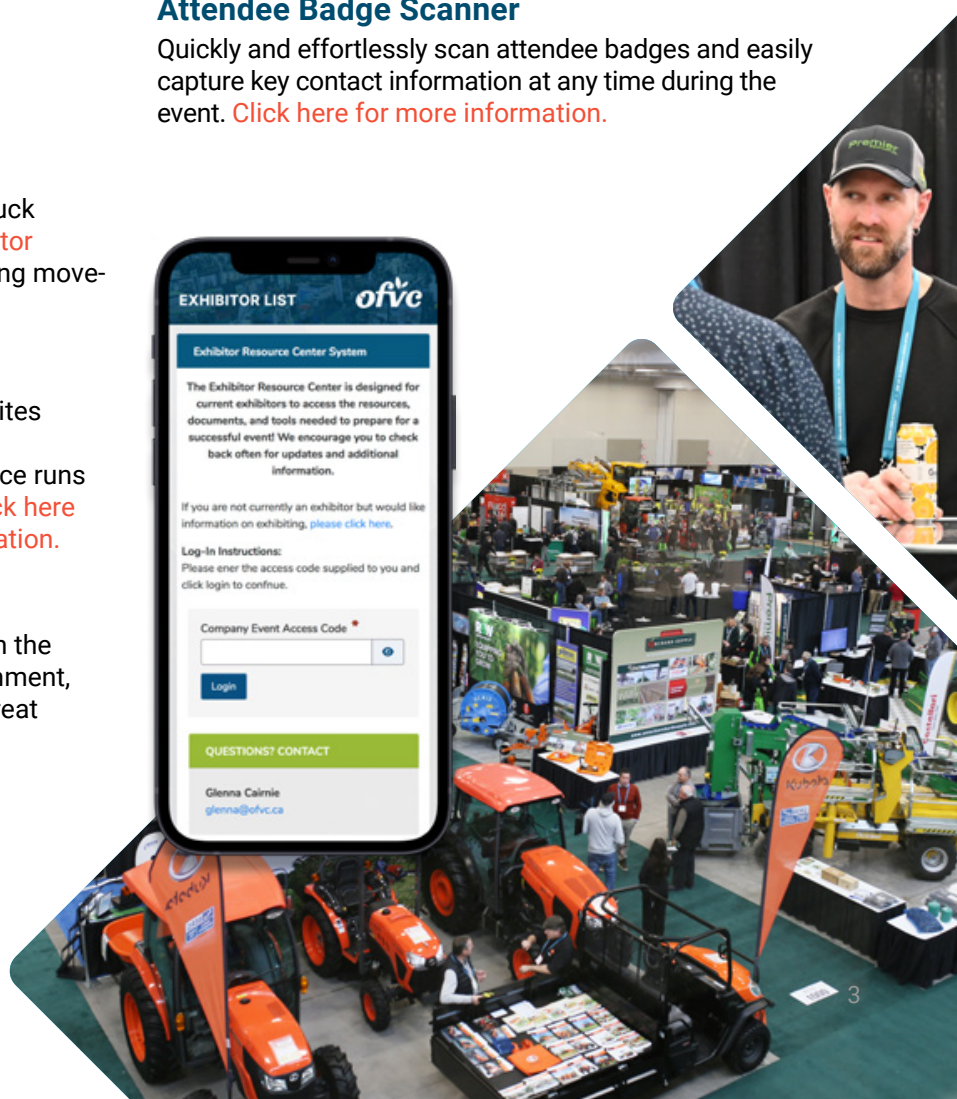
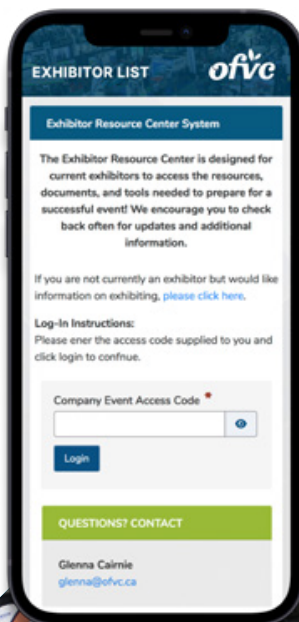
Platinum Listing – \$300 + HST

Includes everything offered in premium plus videos (up to 5), Show Promos (up to 5 total; image, description, link); Ad/Main Image: 1 jpg/png/gif 225 x 185 px (w x h); Main image: 660 x 370 px (w x h); Gallery pictures: (up to 5 jpg/png/gif 660 x 370 px (w x h); Product ads: (up to 5 including name, description, image, links, brochure).

[Click here to view a sample platinum listing.](#)

Attendee Badge Scanner

Quickly and effortlessly scan attendee badges and easily capture key contact information at any time during the event. [Click here for more information.](#)



SPONSORSHIP OPPORTUNITIES

OFVC offers a variety of sponsorship and advertising opportunities to help meet your company's marketing objectives and budget. In addition to the inclusions listed for each, bonus incentives are offered based on dollars spent (see following page for details). To book your business opportunity or for more information, contact Glenna Cairnie, Sponsorship Coordinator at 905.966.3338.

The Farmers and Friends Reception

Company logo featured on reception tickets, wine glasses and floor signage; logo on the website event page; Recognition on convention website, show guide, and signage.

Lanyards

Your company name and logo displayed on official OFVC lanyards worn by all attendees; Recognition on convention website, show guide, and signage.

NEW! Aisle Marker Logo (exclusive to 1 company)

Be seen throughout the trade show area and have your logo displayed on 44 floor signs that help attendees navigate the aisles. On these signs, your logo is prominently displayed on every aisle of the exhibit area. Plus receive logo recognition on convention website, show guide, and signage.

Rise 'n Shine Breakfast

A Thursday morning breakfast with featured speaker (to be announced). Includes company representative recognition, opportunity to deliver brief welcome remarks to attendees, VIP table for the event (up to 8 people), distribution of promotional literature (subject to OFVC approval) to participants and 2 pop-up banners near the stage (sponsor to supply). In addition, logo on event web page and logo recognition on convention website, show guide, and signage.

Official Show Bag

Place your company logo on an environmentally friendly tote bag (2 sides available) distributed at trade show entrance to all attendees. Includes logo recognition on convention website, show guide and signage.

NEW! Custom Power Point Slide

Add a custom slide to our digital signage reel displayed throughout the convention in 3 high traffic areas to highlight your brand, or direct traffic to your exhibit booth. Includes logo recognition on convention website, show guide and signage.

NEW! Photo Booth

Grab the ultimate branding exposure and sponsor this memorable experience for convention attendees. Company logo will be displayed on all print outs as well as on a flag at the booth. In addition, receive 1 OFVC social media post and logo recognition on convention website, show guide and signage.



Coffee Stations (4 available)

Signage with logo in coffee serving area; Logo recognition on convention website, show guide, and signage.

Hotel Key Cards

Place your company logo on every key card provided to attendees at check-in at the host hotel providing maximum exposure for your company and products. In addition, logo recognition on convention website, show guide and signage.

Registration

Logo recognition at the footer of the registration website page during the registration process and in confirmation email sent to registered attendees. Logo recognition included on convention website, show guide, and signage.

Shuttle Buses

Shuttle service operates daily between hotel and the convention centre; Your company logo included on 2 high visible flag banners at the pick-up/dropoff location inside the convention centre and 1 at the pick-up/dropoff location inside the hotel. In addition, logo recognition included on convention website, show guide, and signage.

Program Session

Logo displayed on session web page and show guide page; Up to 2 pop-up banners to be displayed within session room (sponsor to supply); Opportunity to distribute promotional literature (subject to OFVC approval) to session participants; Recognition of your company during the session introduction by the session chairs; Logo listed on session schedule (web and print) and included on convention website, show guide, and signage.

Student Poster Competition and Research Poster Display

Your company name featured on high visible flag banner at the display area in the main foyer for the research poster competition; Medium rectangle web ad included on poster web page. Sponsorship covers viewing displays and prize money. Logo recognition on convention website, show guide, and signage.

BONUS OFFERS For purchases made prior to December 1.

Spend \$6,500+ in Sponsorship/Advertising and Receive:

Half page ad in the print and digital show guide.

Complimentary lead retrieval (1 device).

Spend \$3,000+ in Sponsorship/Advertising and Receive:

Social media ads (See advertising for more information).

Spend \$1,000+ in Sponsorship/Advertising and Receive:

Logo listed as Friend of the Convention on convention website, show guide, and signage.



ADVERTISING OPPORTUNITIES

OFVC offers a variety of print and digital advertising opportunities targeted to attendees as well as our comprehensive database. Contact **Steve Watt** at steve@ofvc.ca for complete details.

All prices are net plus HST.

Official Show Guide Ads

Print and digital versions; no charge upgrade to 4-colour. Booking deadline December 10; Materials due December 30, 2025.

Inside Covers (Front and Back)	8.125" x 10.875"	\$1,575
Full Page	8.125" x 10.875"	\$1,250
Half Page	h 7" x 4.7" v 3.4375" x 9.5"	\$850
Quarter Page	3.4375" x 4.7"	\$600
Business Card	3.4375" x 2"	\$450

Website Ads

Starting December 1 through February 28.

Leaderboard Banner Ad (1)	728 x 90 px	\$600/2 weeks
Large Skyscraper (up to 3 rotating)	300 x 600 px	\$400/2 weeks

Pre-convention Highlights Digital Brochure Ads

Booking deadline November 15; materials due December 1.

Full Page	8" x 10.5"	\$700
Half Page	h 8" x 5" v 4" x 10.5"	\$400



Exclusive eBlasts

Custom opportunity to send directly to the OFVC database (4,000+ subscribers). Includes subject line, headline, 150-200 words, 1 image 600 x 375 px (w x h), unlimited links.

eBlast	January 21	\$1,100
eBlast	January 28	\$1,100
eBlast	February 4	\$1,100
eBlast	February 11	\$1,100

Social Media Advertising \$250

2 Facebook/Instagram posts prior to convention; includes photo, web site link, and text (25 words max; all materials to be supplied by advertiser).

NEW! E-mail Marketing Newsletter Ad \$1,000

Exclusive opportunity to place a banner ad at top of page for 3 convention eNewsletters (approx. distribution to over 4,000 subscribers). Company to supply the ad (Banner Size: 600 x 74 px (w x h) Image only (.gif or .jpg).





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NIAGARA FALLS CONVENTION CENTRE

EXHIBITING AND SPONSORSHIP INQUIRIES

Glenna Cairnie glenna@ofvc.ca
905-966-3338

ADVERTISING INQUIRIES

Steve Watt steve@ofvc.ca



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