



Grocery Innovations Canada 2020 is going virtual! Your Virtual Gateway onto Canada's Grocery Shelves!

In an industry known for its innovation, there's been no other time when we've seen this innovation at its best than during these extraordinary times. From in-store health and safety measures to supply and operational inventions and modernizations, the grocery sector has done so much incredible work to ensure Canadians are fed during this challenging period. The inaugural **Grocery Innovations Canada LIVE @ HOME** recognises the heart of innovation that is integral to grocery, and is the first-of-its-kind virtual trade show and conference designed to bring the grocery business the opportunity to gather again safely at a time when the sector is being reshaped. The virtual platform will bring together customers and sector stakeholders from all around the globe and provide a way for both small and large face-to-face meetings, networking and relationships to take place using ground-breaking technology.

GIC LIVE @ HOME's biggest draw is the ability to offer a premium experience that is affordable and accessible from any home or office **desktop, laptop, tablet or mobile phone**. There is no travel, or hotel fees for your teams, no stress, no borders to cross, and no lost time away from the office. Retailers will enjoy free access to the trade show, while rates for exhibitors' virtual booths reflect the accessible, and value-added philosophy of the event.

Exhibitors will be able to work with their account manager to design their immersive and engaging booth, with the well-proven technology. Truly reflecting the event's theme, "A World of Opportunities. More Trade. More Tastes. More Trends." both local and international exhibitors will be able to engage with retailers from around the world with a simple click, while engaging in virtual live chats in over 100 languages! No downloads of apps or additional software necessary.

This pioneering event will resemble our real physical event, while providing even more engagement opportunities complete with keynotes, workshops, trade show, Interac Insights & Innovations hub (immersive engagement area). The trade show booth isn't a one-dimensional image on your screen, in fact it's a *virtual experience* where attendees will be able to immerse themselves in exhibitors' curated environments showcasing their latest products and services, and where sales can directly take place. Digital samples and swag bags will also be made available. Online retailers and buyers from around the world will access videos, download sales sheets and information, and chat with vendors live, in a multitude of languages. When not exploring the trade show, online visitors can attend keynotes and presentations from leading experts in the virtual auditorium and breakout rooms, both live and on-demand.

GIC LIVE @ HOME is a three-day live event scheduled for October 27, 28, 29, 2020 – and part of the industry's Grocery Week wherein other key stakeholders will all gather online to grow their networks, discover innovations, and engage online. Supported by a unique 30-day follow-up showcase after the

live event, all exhibitor virtual booths will remain open and active for 30 days and will be available online 24 hours per day. During that period, delegates to the event can access materials and exhibitors can continue to receive visitors across the entire period.

Partnering with leading business intelligence firm EnsembleIQ, and our media partner *Canadian Grocer*, grocery's first virtual expo and event is being driven by a top-rated secure and proven software platform. The leading technology allows highly customizable environments, booths, and on-demand content, lead generation and engagement.

SOME KEY FEATURES INCLUDE:

CONNECT

- Connect with industry peers through chat (in over 100 languages).
- Ability to Interact one-to-one with suppliers, vendors and other delegates.
- Capability to exchange contact information and interact with buyers and other executives.
- GIC LIVE @ HOME will also ensure your press material is available to a wide range of industry and consumer media and influencers.

DISCOVER

- Keep on top of trends and the latest data through live or on-demand keynotes and workshops and expert demos over 3 days, 24/7.
- NEW Virtual New Product Showcase gallery will provide an instant look at the most exciting innovations hitting the market through an immersive lens. For more information on how to be a part of this extraordinary opportunity contact us.
- Demos, insights and ideas are everywhere from the Interac Insights & Innovations area, to the exhibitors' booths, treasure hunt to fill your digital basket over three days.

GROW

- Acquire product information, research, data and videos for further reference.
- Each exhibitor will benefit from tremendous exposure via leading trade media partner and sponsor *Canadian Grocer*, and international partner EnsembleIQ.
- Each exhibitor will receive complimentary listing in the official *Canadian Grocer* GIC LIVE @ HOME Show Guide (digital and print), exposure in social channels.
- Expand your sales with ability to do business live, 24/7 on the platform.

With commitments already from leading retailers and suppliers to bringing their buying and decision makers to the event, **GIC LIVE @ HOME** is the grocery's must-attend virtual event. We look forward to welcoming you all virtually October 27, 28, 29, 2020!



Tom Shurrie, President & CEO



Canadian
Federation of
Independent
Grocers

Fédération
Canadienne
des Épiceries
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