



THE LARGEST MEAT INDUSTRY SPECIFIC
TRADE SHOW IN CANADA!

2026

meat

INDUSTRY  EXPO

INNOVATIONS. CONNECTIONS. SOLUTIONS

DATE:

October 2-3, 2026

LOCATION:

The International Centre

EXHIBITOR

PROSPECTUS

2026



**Meat &
Poultry**
ONTARIO

ABOUT THE EXPO

The biennial Meat Industry Expo is the only event of its kind in Canada, offering suppliers and business owners in the meat processing industry a chance to come together under one roof to connect and discover the latest innovations and solutions. A two-day event culminating with the Awards Gala Saturday night, the 2026 Meat Industry Expo is your best opportunity to market directly to hundreds of potential customers in one location.

LOCATION

- The International Centre, Mississauga

DATES

- 10:00 AM - 05:00 PM | October 2
- 10:00 AM - 04:00 PM | October 3

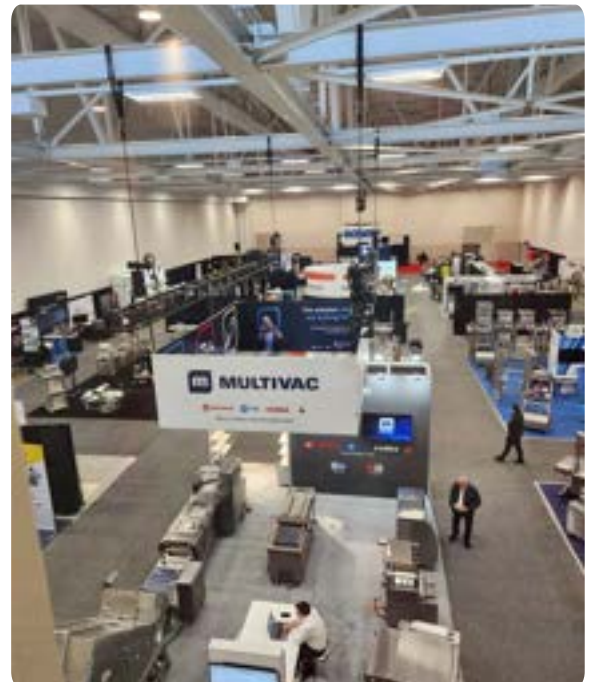
SPEAK TO KEY BUYERS

The 2026 Meat Industry Expo will be aggressively promoted through an extensive campaign targeting key personnel in the meat and poultry industry. Tactics include personal invitations, sales calls, eBlasts, print publications, website, and social media.



PROVIDING A RELEVANT AUDIENCE

Meat & Poultry (MPO) is proud to host this event targeting abattoirs, free-standing meat plants, retailers, wholesalers and meat processing industry.



WHY EXHIBIT

Held every two years, the Meat Industry Expo bring together all sectors of the meat processing industry in one location. This is a chance to:

- Showcase **INNOVATIONS** within your current or new product line and services.
- Make **CONNECTIONS** with new customers, network with existing, and reconnect with past.
- Offer **SOLUTIONS** to challenges faced by meat processors, wholesalers, and retailers

NEW DATE, NEW LOCATION, AND NEW OPPORTUNITIES!

Expo 2026 will be held at The International Centre in Mississauga, a modern venue with easy access to Toronto Pearson Airport and major highways like the QEW and 401. With ample parking and versatile event spaces, it's the perfect place to connect and showcase your business.



The Expo offers **75,000 square feet** of exhibitor space for your business to:

- Display & launch your products, services, and equipment
- Introduce solutions to emerging industry challenges
- Meet potential, bond with existing, and reconnect with past customers
- Take orders, make sales directly on the show floor
- Promotion to key buyers



NETWORKING & SPECIAL EVENTS



2026 ONTARIO'S FINEST BUTCHER COMPETITION FINALE

October 3 - The final round of this annual competition takes place right on the tradeshow floor Friday afternoon, with the winner announced Saturday night at the MPO Awards Gala. Watch as three top Ontario butchers compete head-to-head for meat-cutting supremacy.



MEAT & MINGLE

(SPONSORED BY HANDTMANN)

October 2 - Attendees and exhibitors are invited to attend the Friday night social event, hosted by Handtmann Canada, providing the opportunity to relax and socialize with peers in a relaxed environment.



2026 AWARDS GALA

The Expo concludes Saturday night with a red carpet Awards Gala celebrating member milestones, award recipients, and the winners of the Ontario's Finest Meat Competition, culminating in the crowning of Ontario's Finest Butcher.



TECHNICAL SYMPOSIUM

Meat & Poultry Ontario is pleased to partner with the Canadian Meat Council to host the Technical Symposium at the 2026 Meat Industry Expo. This national forum will bring the meat industry together to share knowledge, strengthen connections, and drive innovation across the sector.



2024 VISITOR PROFILE

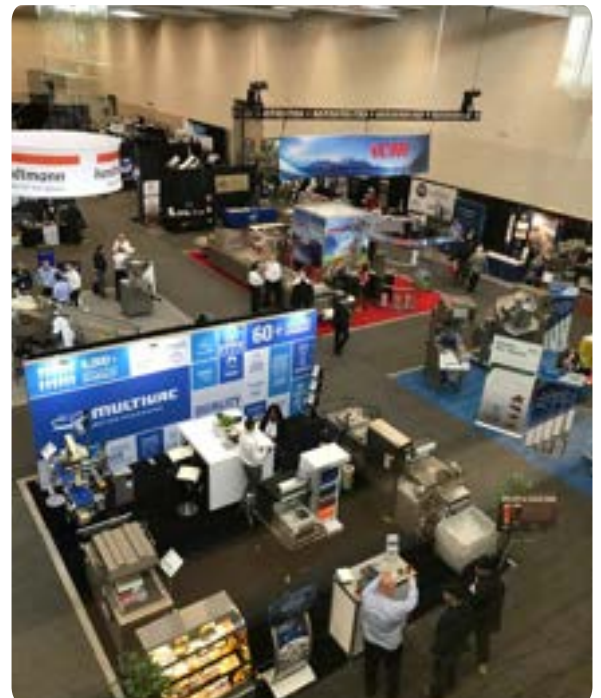
The 2024 Meat Industry Expo attracted attendees from nearly 200 different companies across the two days. Attendees included key decision makers, business owners, operators, and buyers in the meat industry.

2024 AUDIENCE

46%	Processors
17%	Others
14%	Suppliers
13%	Retailers
4%	Wholesalers
3%	Academics/Gov't
3%	Food Service

EXHIBITOR BUSINESS TYPES

- Building/Design Engineer
- Casings/Ingredients/Seasonings
- Computer Hardware/Software
- Consulting
- Cutting/Boning Equipment
- Financial/Funding
- Food Safety
- Material Handling
- Packaging/Labelling
- Pest Control
- Processing Machinery
- Refrigeration
- Sanitation
- Weighing Equipment
- And more..!



BOOTH RENTAL & SPONSORSHIP

Sizes & Rates

Size	Member	Non-Member
10x10 Feet	\$2,900 + HST	\$3,400 + HST
5x10 Feet	\$1,800 + HST	\$2,200 + HST
Flavours Section	\$1,800 + HST	\$2,200 + HST

COMPLIMENTARY

- Table & Chair (for hospitality section)
- 8' draped back and 3' draped sidewalls (where appropriate)
- (1) 1500 watt, 120 volt electrical outlet* (per exhibiting company) *Additional services are available (fees apply)
- 11 hours of exhibit time
- Official Show Guide listing (see rental contract for details)
- List of 'opt in' attendees following the show
- Six exhibitor name badges (per 100 sq. ft.)
- Electronic promo code for complimentary registrations
- Expo promotional graphics (email signature and social media graphics)
- Listing on Expo website
- Access to exhibitor wash-up station
- On-site storage space
- On-site show service providers (fees apply)
- Access to visitor lead retrieval system (fees apply)

SPONSORSHIP OPPORTUNITIES

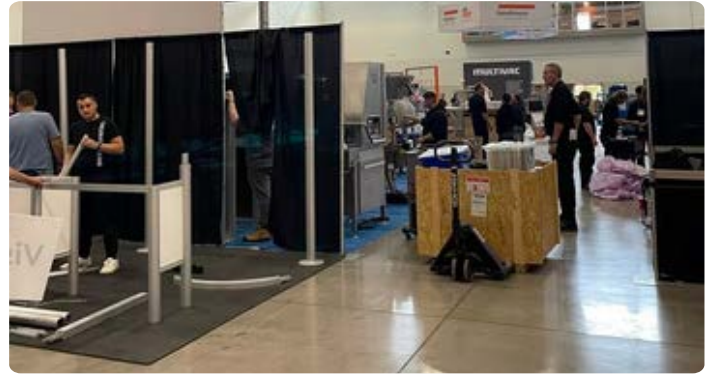
Opportunities typically include:

- Event and area sponsorships (lanyards, lounges, networking events)
- Logo placements in show materials
- Digital branding across marketing campaigns
- Sponsored sessions or themed areas
Contact Show Management for details and custom proposals.

Limited Space Available!

FLOOR PLAN & SCHEDULE

MOVE IN



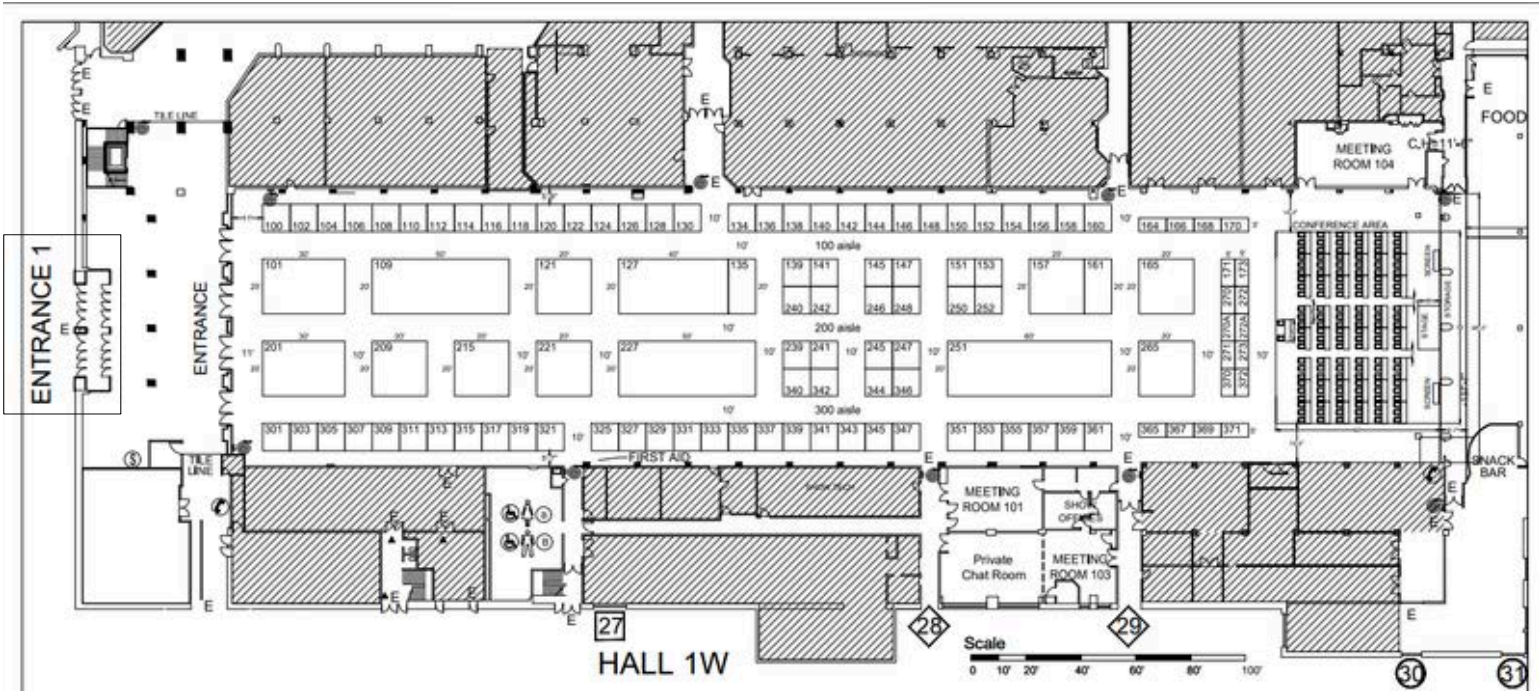
- October 1, 2026 | 08:00 AM - 11:59 PM

* Large exhibitors will be given priority move-in at 8 AM

- October 2, 2026 | 08:00 AM - 09:00 AM

* Carry-in items only – no dollies or pump trucks

* All items must be carried to the booth



MOVE OUT

- October 3, 2026 | 4:00 PM – 11:00 PM*

* All materials must be removed from the show floor no later than 11:00 PM or additional charges may occur.

RESERVE YOUR BOOTH

- Download & complete the **2026 Exhibitor Rental Contract** from the show site.
- Submit contract and payment to connect@meatpoultryon.ca
- Space is assigned on a first-come, first-served basis.
- Order forms and exhibitor kit are provided closer to the event date.

EXHIBITOR SALES

Robert Viveiros

connect@meatpoultryon.ca
(519) 763-4558, 226#

SHOW MANAGER

Laura Shantz

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(519) 763-4558, 223#

COMMUNICATIONS

Hang Nguyen

engagement@meatpoultryon.ca
(519) 763-4558, 227#



Enjoy The Show

Thank you!

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