



# **N E X T**

## **FOOD EXPO**

### **EXHIBITOR EXPERIENCE PACKAGE**

**Western Canada's Largest Food Service & Hospitality Show**

**Sept 8-9, 2025**  
**BMO Centre | Calgary, Alberta**



**NEXTFOODEXPO.COM**

## WHAT IS NEXT FOOD EXPO?

NEXT Food Expo 2025 is not just another event. It is an evolution of the way food service and hospitality expos are experienced. Hosted at the state-of-the-art BMO Centre in Calgary, Alberta, NEXT is Western Canada's largest food expo. It is designed to empower vendors, inspire attendees, and transform the trade show landscape.

This is where innovation meets decision makers, where products and ideas take centre stage, and where connections drive real business growth. NEXT features dynamic keynotes from industry leaders both local and international, immersive pavilions showcasing the latest trends, and hands-on opportunities to engage with cutting-edge solutions.

Welcome to NEXT Food Expo 2025. This is where the future begins.

## WHY EXHIBIT?

### An Experience for Building Your Business

NEXT Food Expo brings together a diverse community of industry professionals, including decision makers, influencers, and innovators from around the world.

### This is the show where you:

- Showcase your brand and products as an essential part of the future of hospitality.
- Build real relationships with key decision-makers and industry leaders.
- Join an event designed to help vendors and attendees lay the groundwork for sustainable growth and success together.





## FOCUS ON BUILDING

At NEXT, food and liquor lead the way, highlighting culinary innovations, premium ingredients, and exciting beverage solutions. Paired with advancements in technology, collaborative associations, and immersive product showcases, the experience is designed to put you in charge. You have complete freedom to present and sell your products-whether it's an exclusive tasting, a cutting-edge technology demo, or a live showcase, you're in control.

NEXT is built around the four essential pillars that drive food service and hospitality

**Food:** Showcase your ingredients, and gourmet innovations as well as trends to help shape and inspire menus across the industry.

**Liquor:** Illustrate your innovative cocktails, bold beverage solutions and craft spirits that can elevate their brand and redefine drink programs at the restaurants.

**Technology:** Highlight the tools and platforms that owners can dive into to enhance efficiency, elevate customer engagement, and integrate AI-powered operations seamlessly.

**Equipment:** Demonstrate how your cutting-edge equipment and innovations tailored to optimize performance and transform operations in their restaurant and hotel.

## THE DIFFERENCE

### Showcase Your Products Without Limits

- Create your own experience with hands-on displays, tastings, and live demos.
- Sell directly to attendees and establish immediate partnerships.

### Pop-Up Expert Sessions

- High-impact presentations by chefs, innovators, and vendors.
- Position your brand as a key resource for attendees.

### Interactive Pavilions

- Immersive zones dedicated to Food, Liquor, Technology, and Equipment.
- Engage attendees with practical and innovative product demonstrations.

### Workshops and Expert Panel Talks

- Provide attendees with actionable insights on building efficient, resilient businesses.
- Address challenges like cost management, labour shortages, and adapting to emerging trends.

### Keynotes from Industry Leaders

- Hear from visionaries who've built thriving businesses.
- Gain insights into what it takes to stay competitive and sustainable in food service today.

### Culinary and Beverage Competitions

- Highlight your products as industry leaders showcase their skills.
- Drive engagement through exciting and interactive challenges.

## CONNECTIONS

NEXT Food Expo connects you with the foundations of the industry

- Chefs and Culinary Leaders are eager to discover new products and techniques.
- Restaurant, Hotel Owners and Operators building strategies for long-term success.
- Bar Managers and Beverage Experts shaping the future of the drinks market.
- Tech Innovators creating solutions to improve operations and profitability.
- Distributors and Buyers looking for partnerships to move their businesses forward.

This is your opportunity to connect with the people who make decisions and drive change in the industry.

## INNOVATION

NEXT Food Expo is designed to deliver an impactful, cost-effective experience by leveraging the tools of today. By streamlining operations and implementing creative solutions, we ensure that costs remain reasonable for both exhibitors and attendees, without compromising on quality or reach.

Our dedicated team of professionals is committed to executing every element of the expo with precision. NEXT is not just another event, it's where ideas meet execution and innovation takes center stage. We focus on creating a vendor-focused environment that fosters meaningful connections, drives business growth, and delivers tangible results.

With a clear emphasis on delivering value, NEXT Food Expo ensures every participant can focus on what truly matters: discovering opportunities, networking with industry leaders, and showcasing groundbreaking solutions.







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## WHY CALGARY?

Calgary provides the perfect location for NEXT Food Expo.

**A Growing Market:** Calgary is the hub for food service innovation in Western Canada, offering unmatched opportunities to connect with industry leaders in a region under served by large food service and hospitality events.

**Filling the Gap:** With a noticeable lack of major food service and hospitality events in Western Canada, NEXT Food Expo will become the premier event in the region, attracting attention and participation from across the industry.

**Affordable and Accessible:** Lower travel, accommodation, and operational costs make Calgary an attractive and practical choice for both exhibitors and attendees.

**A Thriving Culinary Scene:** Calgary's vibrant food and drink culture provides the perfect backdrop for showcasing cutting-edge ideas and trends in food service.

## WHY WESTERN CANADA?

**Amplifying Regional Momentum:** Western Canada is experiencing a boom in food service and hospitality, with rapid growth and increasing consumer demand. NEXT Food Expo will harness this energy, creating a launchpad for innovation and business expansion.

**Building a Collaborative Ecosystem:** The region lacks a central event to unite industry players under one roof. NEXT Food Expo will foster collaboration among operators, vendors, and innovators, creating synergies that drive collective success.

**Showcasing Regional Excellence on a Global Scale:** Western Canada's unique blend of culinary creativity and entrepreneurial spirit positions it as a leader in food and hospitality. NEXT Food Expo will elevate this reputation, drawing national and international attention to the region's talent and potential.

**Driving Competitive Advantage:** In an increasingly crowded marketplace, Western Canada needs an edge to stay ahead. NEXT Food Expo will be a catalyst for discovering the latest trends, technologies, and strategies, giving the region's businesses a critical competitive boost.



## PROMOTIONAL OPPORTUNITIES

### Networking Mixer

A high-energy event to connect with peers, clients, and industry leaders.

### Meeting Rooms

Semi-private spaces available for key client discussions or team meetings.

### Job Fair

Connect with industry professionals looking for new opportunities.

### Newsletter & Digital

Get featured in our newsletter and take advantage of our digital network to push engagement.

### Programming & Workshops

Take the main stage or presentation rooms to showcase yourself.

### Contests & Experiences

Create a lasting memory by increasing visibility while driving traffic to your booth.

### Competitions

Be a part of onsite competitions.

### Feature Areas

Highlight your brand in one of our featured areas.

### Show Bags

Promote on the bag, or in the bag!

### Badge & Lanyards

Every exhibitor and attendee will have a badge and lanyard, it's the perfect way to promote.

**Contact us to explore custom sponsorship packages to boost your visibility and engagement at NEXT Food Expo.**

**[edwin@nextfoodexpo.com](mailto:edwin@nextfoodexpo.com)**





## EVENT DETAILS

	September 7	September 8	September 9
<b>Setup Hours</b>	10:00am - 8:00pm	7:00am - 9:00am	7:00am - 9:00am
<b>Show Hours:</b>		9:00am - 5:00pm	9:00am - 5:00pm
<b>Mixer Event:</b>		5:00pm	
<b>Location:</b>	BMO Centre Halls DE		

NEXT Food Expo offers a transparent pricing structure to ensure exhibitors understand the value they're receiving without unexpected surprises. Please be advised that no persons under the age of 18 will be at the event (including infants) will be permitted on the show floor.

	Early Bird Price (Paid by May 1)	Regular Price	
<b>Regular Booth (10x10)</b>	<b>\$2500</b>	<b>\$3000</b>	
<b>Bulk Booths (4+)</b>	<b>\$2300</b> (each)	<b>\$2800</b> (each)	
<b>Corner Addition</b>	<b>\$250</b> (each)	<b>\$300</b> (each)	
<b>*Startup Booth (6x8)</b>	<b>\$1250</b>	<b>\$1500</b>	Prices do not include GST

\*Tailored for emerging businesses to maximize visibility and networking opportunities. Limit of 1, first year only.

## WHAT'S INCLUDED

- One 8' skirted table, 2 chairs, 8' tall pipe & drape back wall with 3' side walls.
- 4 Exhibitor badges (additional 2 badges per booth ordered).
- 10 General admission tickets (\$380 value) to share with clients or staff. Additional 5 tickets per booth.
- 2 Mixer Event tickets to our exclusive networking function. Additional 1 ticket per booth ordered.
- Basic electrical access (for laptops, phones, etc.) Special equipment power requirements extra.
- Access to central dishwashing area.
- Listing in exhibitor directory.
- Job fair participation.
- Meeting room area access.
- No mandatory membership or additional sign up fees required!
- Basic Wifi.





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## JOIN THE NEXT REVOLUTION

NEXT Food Expo 2025 isn't just an event, it's a movement. With exhibitor-first pricing, innovative features, and unmatched opportunities, NEXT is redefining what a food service & hospitality expo can deliver.

Be part of this \$84 billion industry. Showcase your brand. Engage with decision makers and discover what's NEXT in the world of food service.

### RESERVE YOUR SPOT TODAY!



**Edwin Cabural**



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**[www.nextfoodexpo.com](https://www.nextfoodexpo.com)**

