



Toronto, ON **Conference: September 19–20, 2024**
Trade Show: September 21–22, 2024

2024 Post–Show Report

NEW Initiatives at CHFA NOW Toronto

- Celebrated 60 years at our peace, love & diamonds themed Member Mixer – hosted 369 CHFA members!
- Attracted more retailers to the show floor through our Retailer VIP Program, providing Uber codes, free parking, meals & more!
- Provided our members with a space for informal meetups, a break from the show floor, and complimentary massages in our CHFA Member Lounge. Members were also fueled all day with gourmet espresso and snacks.
- Introduced the Toronto Rise & Unite Breakfast Series focused on inspiring and driving action in DE&I within our industry.
- Continued the Save Our Supplements (SOS) campaign and invited local MPs to walk the floor, including MP Blaine Calkins.



1,228

Exhibiting Companies



782

Retail Locations

1276

Conference Attendees

8,090

Total Industry Professionals



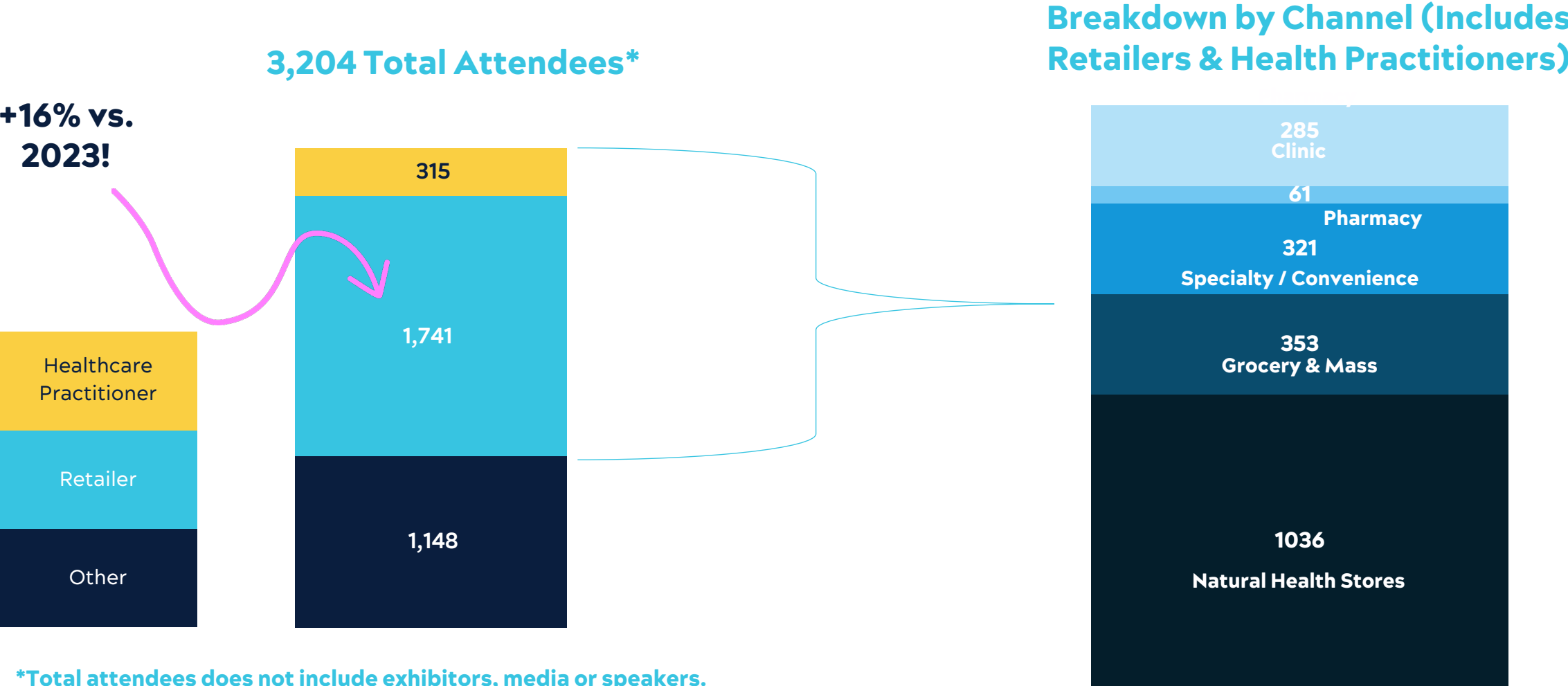
2,056

**Total Retail & Healthcare
Practitioner Attendees**

73

**Media & Influencers
Onsite**

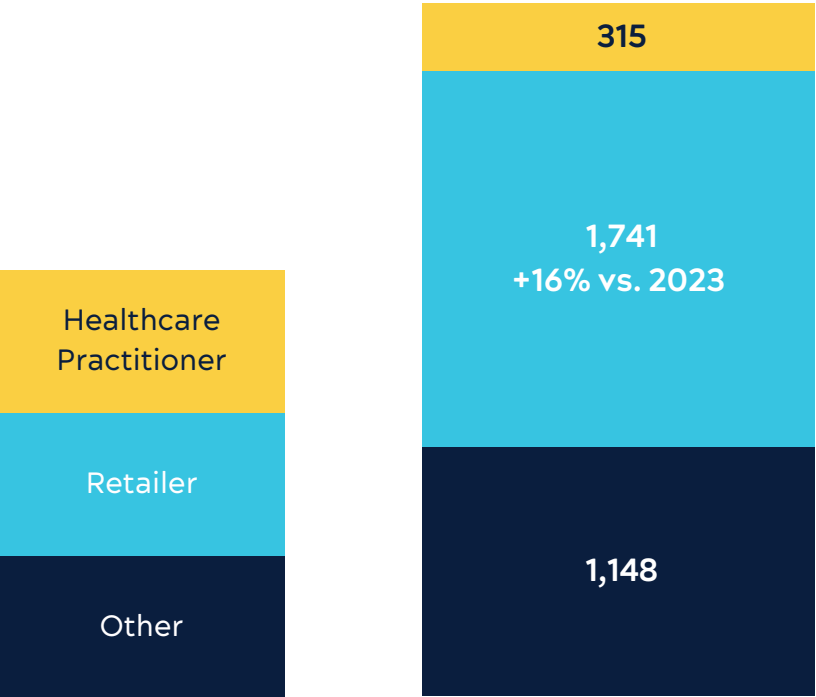
Attendance hit 3,204, with retailer growth up 16% and 782 unique store locations, a 15% increase from 2023. Grocery/mass attendance rose 17%, and Natural Health Food Stores grew 13%.



*Total attendees does not include exhibitors, media or speakers.
Total verified attendees grew 8% compared to CHFA NOW Toronto 2023.

86% of retailer attendees had buying authority or influence, signaling strong purchase intent. Buyers, purchasers, and merchandisers made up 16% (+24% vs 2023), while 51% were Owners/Founders, Executives, and Managers (+10% vs 2023)

3,204 Total Attendees*



Breakdown by Retailer



***Total attendees does not include exhibitors, media or speakers. Total verified attendees grew 8% compared to CHFA NOW Toronto 2023.**

Curious Who Attended CHFA NOW Toronto?

[View and Search Our
A-Z Retailer Listing](#)



What Retailers Are Saying



I had a fabulous time! Looking forward to next year already. I hadn't been in quite a few years but I'm so glad I went. It's a lot of fun.

Thank you again for bringing us leading edge, new, never seen before, trending health products for us to use in our business!

I would like to express my gratitude to the CHFA organizers for providing a place and time to share information with industry professionals.

The topics of the conference sessions are always relevant and educational and many of the speakers are expertise in their fields.

Great job, enjoyed the show very much, look forward to going again next year



Breaking Through to Attendees

Media & Promotional Activities

Our audience and engagements are growing! Compared to 2023, we saw a 12% increase in social followers, 31% increase in our email subscribers and a 13% increase in views on chfanow.ca. Views on our pre-show digital guide also increased by 5%.

Over 54K
Total Social Followers

27,500+
Total Email Subscribers

42%
Email Open Rate

7%
Email CTR

50%
Show Week Email Open Rate

11%
Show Week Email CTR

Over 274k
Page Views on chfanow.ca

5,764
Pre-Show Guide Reads



Retailer VIP Program

We brought back our Retailer VIP Program with new and improved features to encourage retailers to join us at CHFA NOW Toronto and make sure they had a great show experience.

Here's what we offered retailers:

- **Skip the line:** We mailed badges before the show
- **Free breakfast & talks on Saturday & Sunday:** A nourishing breakfast and preview into trends and start-up brands in the NOW industry
- **Free food truck lunch:** Delicious lunch during the show
- **Save on rides & parking:** We offered Uber vouchers and free parking to reduce the costs of travelling to the show
- **Discounted shipping:** Offered discounted rates to ship samples back to their store with Canpar
- **Discounted hotels:** Reduced room rates to help them save on accommodations
- **Goodie Bags:** Complimentary retailer gift bags with products from our sponsors



Working Dollars: Paid Media

We placed our budget behind select trade publications, social channels, paid search and digital display ads to generate buzz and excitement for retailers. From January to September, a combination of print ads, in-store promotions, direct mail, e-blasts, and web banner, newsletter and social ads were purchased with the following partners and platforms:

- Grocery Business
- Western Grocer
- Thrive by alive
- CNHR
- Canadian Grocer
- Convenience Store News Canada
- Hive Naturals In-Store Promotion
- Instagram
- Facebook
- Google Ads

11K+ AD CLICKS
1M+ IMPRESSIONS
678 CONVERSIONS

grocery
BUSINESS 
CANADA'S PREMIER NATIONAL GROCERY MAGAZINE



Putting CHFA NOW on the wire helped us reach 7M+ across a variety of publications.
We hosted 20+ influencers this year – each with between 20–370K in followers

Build the Buzz: Earned Media

This year, we invited media and influencers to join us on the trade show floor, creating tailored maps of relevant brands and products to get the most out of the trade show floor.

We are excited to announce we hosted 70+ press and influencers including:

- CP24
- Chatelaine Magazine
- Toronto Life
- Canadian Living
- Food In Canada
- Canadian Grocer

The content creators were ACTIVE on social with their total content of brands from the trade show floor hitting over 1M impressions. We also worked with a select number of paid influencers who visited and filmed CHFA member booths!

Launching something new at our shows?
Let us know to be considered in our trend recap.
Email: pr@chfa.ca



[View CHFA
NOW
Coverage](#)



Exhibitor Toolkit

Coming together as a community is what makes our show a success! We provided a toolkit with fresh new branding and assets to help our exhibitors get the word out about CHFA NOW Toronto in English and French.

Sponsors got a custom toolkit with their logo included in the assets!

What was in the toolkit?

- Social media images
- Social media post templates for you to customize
- Logo files and brand guidelines to help you customize your own assets
- Email banners
- Email templates
- Retailer invites (print and digital)
- Email signature



CHFA Launch Pad

Eight finalists competed at CHFA Launch Pad and wowed the judges with their innovations.

Our prize package was bigger than ever this year valued at \$50K+. Special shoutouts to:

- **Presenting Partner:** Grocery Business for \$15K in advertising
- **Prize Sponsors:**
 - Sparks Marketing Communications: \$10K in marketing consulting time.
 - Product of the Year Canada: Complimentary entry into the 2025 Product of the Year Canada Awards – a \$17,000 value!
 - Hive Naturals: \$5K in retail merchandising services for one month in a province of their choice
 - MNP: \$5K of tailored consultation for their food business

Congratulations to our CHFA Launch Pad Winner: The Rice Box Stuff Thai Curry Flavour by Floating Leaf Find Foods.

**Top Session!
390 attendees!**



Best in Show! Congrats to the CHFA Industry Achievement Award Winners

A special shout out to Bruce Cole from alive Publishing for winning the Willie Pelzer Memorial Hall of Fame Award!

[Check out this year's CHFA Industry Achievement Award Winners](#)



Thank You to Our Incredible Sponsors!

DIAMOND



EMERALD



PLATINUM



GOLD



SILVER



FASKEN

MNP



Sparks

BRONZE



MEDIA



EnsembleIQ



grocery BUSINESS CANADA

western grocer MAGAZINE

Thank You For Making CHFA NOW Toronto a BIG Success!

For questions or comments on membership, booking a booth & sponsorship at CHFA NOW, please email sales@chfa.ca.

For all other questions or comments about CHFA NOW, email events@chfa.ca.

CHFA NOW Vancouver 2025

Conference: Fri. April 25, 2025

Trade Show: Sat. April 26 & Sun. April 27, 2025

CHFA NOW Toronto 2025

Conference: Fri. Sept. 19, 2025

Trade Show: Sat. Sept. 20 & Sun. Sept. 21, 2025

Rebook for CHFA NOW Toronto 2025 is happening Nov. 4 to Nov. 15, for eligible Member Suppliers who exhibited at the 2024 Toronto show.

Exhibit Sales for CHFA NOW Vancouver 2025 are open.

Book your booth today!