



FHCP ASSOCIATE PROGRAM

WHY JOIN?

CONNECTING YOUR BUSINESS WITH LEADING MANUFACTURERS IN THE FOOD, HEALTH AND CONSUMER PRODUCTS INDUSTRY.

FOOD, HEALTH &
CONSUMER PRODUCTS
OF CANADA

FHCP

FOOD, HEALTH &
CONSUMER PRODUCTS
OF CANADA



**ON EVERY SHELF.
IN EVERY HOME.
FOR ALL CANADIANS.**

FHCP represents manufacturers that sell more than 75% of the volume sold on grocery and pharmacy stores shelves.

ARE YOU A SOLUTION PROVIDER?

Then you should be a member of FHCP's Associate Program. Available to organizations that provide business-to-business products, services and consulting to the food, health and consumer products manufacturing industry, FHCP's Associate program can help grow your business.

When you join FHCP, you'll gain network opportunities, critical insights and lead generation vehicles to reach a large dynamic network of industry executives and decision makers of more than 180 member companies in the CPG industry.

What's more, you become a vetted, trusted, industry partner which will differentiate you from the competition.

If you're looking to set yourself up for success, then look no further.



MEMBERSHIP IN FHCP IS AN INVESTMENT IN YOUR BUSINESS.

DID YOU KNOW?

Your Associate membership includes a complimentary listing on **fhcp.ca** which received over



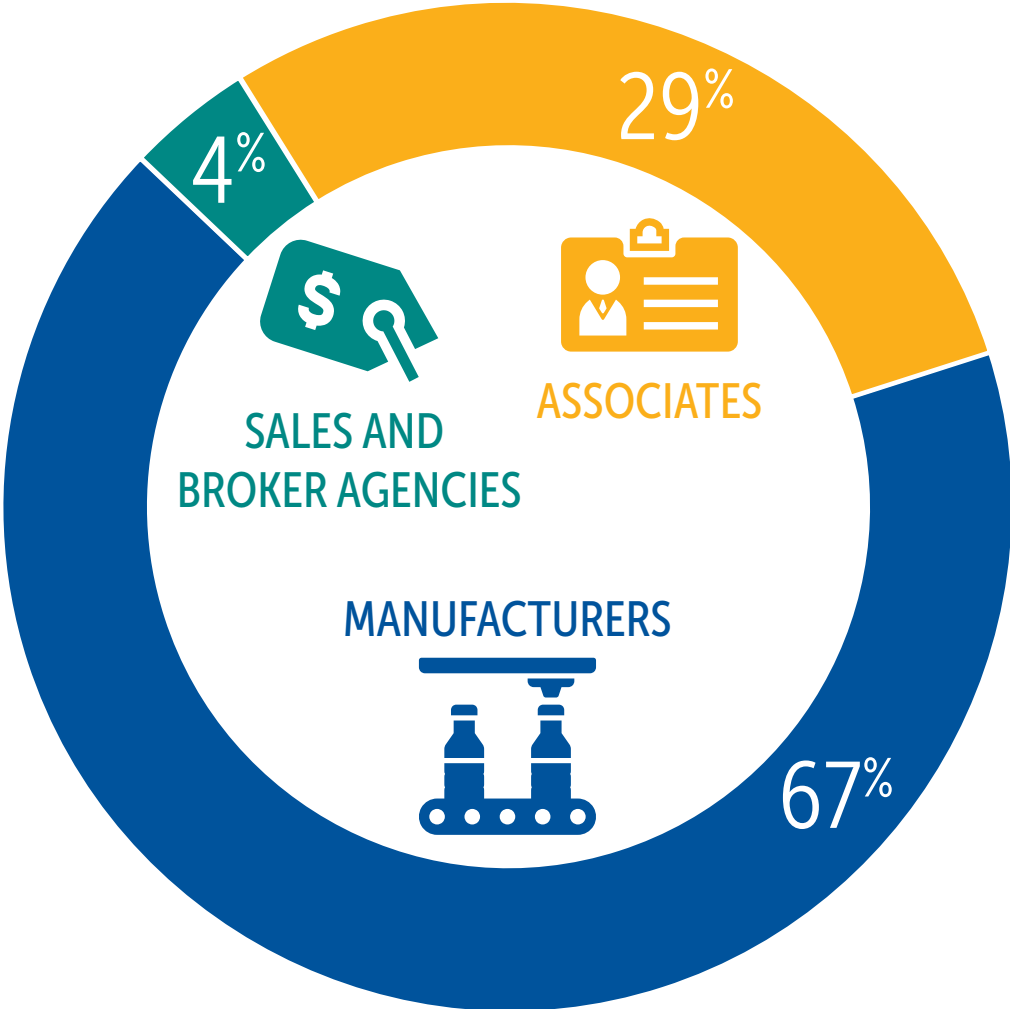
138,000 views

in 2021, with 47,000 unique views and 66,000 visits.

WHO ARE FHCP MEMBERS?

Your FHCP membership gives you immediate access to Canada’s leading food, health and consumer manufacturing companies, from large multinational companies to small and mid-size enterprises.

FHCP MEMBER TYPES



DID YOU KNOW?

97% of FHCP manufacturer members renew year over year

MEMBER MANUFACTURERS BY REGION



We keep growing! We've added more than 90+ companies over the past five years across the FHCP membership.

MANUFACTURER MEMBERS BY SIZE*



For a complete list of members, visit our membership page at www.fhcp.ca/Membership/All-FHCP-Members

DID YOU KNOW?

With more than **5,000** member contacts in our database, your brand will get access to hundreds of individuals across every functional area of our manufacturer member companies.

MEMBER BENEFITS AT A GLANCE

When you become an Associate Member of FHCP, you enjoy a wide range of benefits designed to connect you with potential customers across the country, while providing you with resources to strengthen your knowledge and awareness of the industry.

Whether your business is small or large, our Associate member benefits and three levels of membership are tailored to match your business growth strategy. Choose from our Corporate, Partner or Supplier level Associate membership.



CONNECT WITH MANUFACTURERS

- Get in the room with C-suite executives and senior leaders in key functional areas in the CPG industry, including CEO, Sales, Marketing, Supply Chain, Operations, HR, Legal, E-Commerce, Finance, Science and Regulatory, Government Relations and more.
- Strengthen your network and connect with the people who matter to your business through our exclusive members-only directory, and at FHCP Signature Events, Committee Meetings and Networking Groups.

DID YOU KNOW?



We actively promote and market your company through our many directories, including our **online Associate Directory, Associate Directory Brochure, and our event specific directories** designed to showcase your services to your target audience.

DID YOU KNOW?



94%



of member companies attend FHCP events averaging 4.3/5 in attendee satisfaction rate year over year

SHOWCASE YOUR VALUE

- Display the FHCP 'proud member' logo and show your company's commitment to Canadian manufacturing, quality service and ethical business practices.
- Position yourself as a leading solutions' provider by speaking at FHCP events, conducting a webinar, writing articles for FHCP e-publications, or work with us to develop studies, benchmarks or research tools.



GET EXCLUSIVE INDUSTRY INTELLIGENCE

- Stay on top of policy trends and emerging issues that affect your customers with our urgent member alerts, social media updates and bi-weekly publications.
- Attend exclusive members-only conferences and educational events to discover the latest important issues impacting the manufacturing industry which will help you better serve your customers.



Join today and take advantage of these immediate benefits
(conditions apply according to level)

See our Benefits Checklist for pricing information and a full list of benefits available at each level.

CORPORATE LEVEL
\$25,000

PARTNER LEVEL
\$15,000

SUPPLIER LEVEL
\$5,000

ASSOCIATE PROGRAM BENEFIT CHECKLIST

	Corporate Level (\$25,000)	Partner Level (\$15,000)	Supplier Level (\$5,000)	
BUILD BRAND AWARENESS	●	●	●	Website promotion: Your company name and logo (linked to your website) on FHCP's website – more than 96,000 total online viewers (in 2020)
	●	●	●	Recognition: Your logo in various FHCP communication/marketing material
	●	●	●	Directory listing: Company listing in the online Associate Brochure, plus various event-specific directory brochures
	●	●	●	Associate Spotlight: Opportunity to spotlight your organization in Digest e-newsletter and FHCP social accounts
	●	●		Banner ad: Complimentary banner ad in FHCP's bi-weekly e-newsletter Digest, Regulatory Review and Public Affairs Report, distributed to more than 4,500 industry leaders, including senior executives of more than 180 companies (Corporate Member: 2, Partner Member: 1)
	●	●		Sponsorship: Be part of an exclusive group for the first opportunity to sponsor FHCP events, with more than 1,200 total attendees per year
	●			Distinct acknowledgement: Identified as a Corporate Member at all events and Board meetings
	●			Digital ad: One complimentary ½ page ad in the CEO & Executive Leadership Conference Program, attended by more than 250 industry leaders
CONNECT WITH DECISION MAKERS	●	●	●	Member events: • Savings through member rates to attend FHCP events • Invitation to annual Associate Appreciation Lunch with FHCP Board members
	●	●		Member outreach: Access and inclusion in online member directory, with privileges to connect with key contact listings in member online database
	●	●		Strategic networking opportunities: FHCP's annual commitment to strategically engage you with our members. Opportunities to either develop studies, benchmarks, research tools and/or participate in events, committee meetings, webinars, distribution of material, etc.
	●	●		Exclusive invitation: Complimentary conference registration at FHCP CEO & Executive Leadership Conference, including networking opportunity with member companies (Corporate Member: 2, Partner Member: 1)
	●			Exclusive pricing: Guaranteed Early Bird registration rate to all FHCP Events
GAIN INDUSTRY INTELLIGENCE	●	●	●	Media news summary: Receive a daily email of industry news in the media
	●	●	●	Exclusive member information: Stay on top of policy trends and emerging issues with access to members' only bi-weekly digital newsletters and information alerts
	●	●		Showcase your industry expertise: Share your industry knowledge by contributing to our Online Learning Series through Webinars and On-Demand Content
	●	●		Insider events: Stay ahead of the curve with complimentary registration to informative, educational events (Corporate Member: 2, Partner Member: 1), including: Trade Talk Event • Sales & Marketing Symposium • Supply Chain Symposium
SHOWCASE YOUR VALUE	●	●	●	Contribute content: Share your expertise by contributing content to FHCP's bi-weekly newsletter publications, and website Industry Insights page
	●	●		Display your product or service: Complimentary display/booth at all FHCP Signature events, including CEO & Executive Leadership Conference, Sales & Marketing Symposium and Supply Chain Symposium
	●			Speaking opportunities: FHCP commitment to confirm, at minimum, one FHCP speaking opportunity at committee meetings, online, or in-person events
	●			Digital advertorial: One complimentary one-page digital ad created by you and distributed by FHCP to member companies targeting key contacts

*Note: Benefits of membership are a part of the whole and not subject to any individual item compensation if not utilized by the Associate during the contract term.

LOOK WHAT OUR MANUFACTURER MEMBERS ARE SAYING

Your investment in FHCP gives you, and your entire organization, unmatched exposure, support and resources. What's more, you gain instant credibility with our Manufacturer members – your potential clients.

“Since joining FHCP, we’ve had access to a group of Associate Members that span many areas of our business. Associate members have allowed me to build a connection in an efficient way and explore opportunities to work together vs having to always look or respond to outside firms.”

*Michael Lines, President & CEO,
Wellness Natural Inc.*

“I would strongly recommend that all FHCP members utilize its associate members when needed. The benefit that the associate members have is that they are tuned into what is impacting the FHCP members. Understanding industry, business and government issues provides them with a very insightful benefit.”

*Jerry Mancini,
Vice President and General Manager,
Dole Foods of Canada Ltd.*

“I trust FHCP Associate members to provide tailored solutions that fit my business. As fellow FHCP members, I know their specific service offerings have been selected and curated by FHCP.”

*Jamie Moody, Vice Chairman,
Advisory Board, Tree of Life Canada.*





READY TO TAKE THE NEXT STEPS?

Whether you're ready to dive in or are curious to hear more on how FHCP Associate membership can help improve your bottom line and keep you connected to all the right people, reach out to:

memberservices@fhcp.ca

TESTIMONIALS FROM ASSOCIATES

“CHEP relies on our partnership with FHCP to stay in touch with industry members, market trends and regulatory developments. The relationships built and maintained over the years at the various events that FHCP has held has strengthened our connections with our industry and supported our ability to work on shared challenges with like-minded members.”

*CHEP Canada Inc.
Associate Corporate Member since 2015*

“McCarthy Tétrault has been a proud member of FHCP since 2013. Our partnership with FHCP has permitted us to develop and strengthen relationships with leading health, food and consumer products companies, and given us a platform to further build our profile in this important industry sector.”

*McCarthy Tétrault
Associate Corporate Member since 2013*

“Value. Value is what we get out of our membership at FHCP. We are Associate Members and have been for a number of years. It’s a unique opportunity to meet with, and have a dialogue with, both clients and potential clients at a senior level. There is the additional bonus of conferences and seminars, where the speakers and the learning is of the highest calibre.”

*Ethnicity Matters
Associate Partner Member since 2016*





ABOUT US

FHCP is the leading Canadian voice uniting companies, large and small, that provide access to the food, health, and consumer products Canadians rely on every day.

In 2020, Food & Consumer Products of Canada and Consumer Health Products Canada joined forces, creating a new organization with a common vision and a unified voice. As a full-service association with a long history and a fresh, modern approach, we help our members support the well-being of Canadians and the security of our food supply, while contributing to the expansion of Canada's economy, and the sustainability of our healthcare system and the environment.

FOOD, HEALTH & CONSUMER PRODUCTS OF CANADA



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