

# Profit by association. Join CICC.

Membership has its benefits – **Share. Learn. Connect.**

Just as our convenience stores bring together communities, the **Convenience Industry Council of Canada** unites the entire industry to promote the interests of the channel and grow your business.

We are manufacturers. We are distributors. We are retailers. **Together we are CICC.**



## ADVOCACY

We are your voice to governments on issues that impact your business. From advocating for smart regulation to expanding the range of products we can sell, we are in your corner fighting for you.

*“Our industry needs CICC; a unified organization that represents all constituents in the convenience channel to drive advocacy and ensure sustainability of our industry.”*

– John Carbone, SVP for Canada, Core-Mark

## EVENTS & RECOGNITION

### National Industry Summit - 2025 in Calgary

CICC's exclusive event features compelling keynote speakers and networking sessions with industry senior executives. A must-attend event to grow your business.

### State of the Industry Virtual Release

A virtual event delving into industry data and public opinion analysis from our annual State of the Industry Report. Hear critical insights and emerging patterns. An in-person networking reception follows, fostering connections in the industry.

### Convenience Innovation Awards

Membership has its privileges. Only members can submit products into our national Innovation Awards competition which recognizes products and companies meeting changing customer demands by developing new products.

## RESEARCH & EDUCATION

### State of the Industry Report

Referred to as the "industry bible". Get vital trend analysis, customer insights, and strategic considerations for your business's success in the upcoming year.

### Eblast Bulletin

Learn the latest trends in the industry with CICC's monthly eblast that provides news on what's occurring in the industry across the country.

## NETWORKING

CICC is the convenience industry's largest business network and provides many opportunities to share, learn and connect with your peers.

### Network List

You gain instant access to an exclusive list of Canada's top retailers and distributors as well as key contacts.

### Trade Exchange

Introduce new products at our table-top expo during the Summit. An ideal one-stop opportunity to reach decision makers and generate leads.

### Board Meet and Greet

Members have exclusive opportunities to meet with CICC's directors at various networking events throughout the year.

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As a vendor partner, you instantly become part of the industry's largest business network and can share best practices, learn the latest trends and connect to new business opportunities.

## BENEFITS: \*

- Invitation to participate in exclusive networking events with Board of Directors (Elite)
- Invite to exclusive VIP Reception at National Convenience Industry Summit in Calgary (Elite)
- Preferred booth placement for Trade Exchange at National Convenience Industry Summit (Elite)
- National Convenience Industry Summit registration savings (Elite)
- Monthly eblast
- Receive a copy of the CICC's exclusive State of the Industry Report
- Retailer and distributor key contact list
- Logo inclusion on CICC website

\*Contact us to customize your membership package

*CICC constantly raises the profile of our industry nationally through active advocacy, communications, and member programs. Connecting the dots as one voice, the CICC is the industry's chief advocate promoting innovation and growth.*

– Marc Goodman,  
Vice President & General Manager,  
7-Eleven Canada

*CICC's expertise and endless hours of work advocating for all does not go unnoticed and because of this, we appreciate everything they do for our whole industry to ensure growth and prosperity.*

– Angelo Fazzari  
National Sales Manager, C&G Channel  
Dare Foods Ltd.

*CICC provides a great opportunity for industry experts to network, collaborate, advocate, and discuss the key issues that impact the Canadian Convenience Channel.*

– Stephen Bown,  
Vice President Sales - Small Store  
Coke Canada Bottling

NATIONAL  
CONVENIENCE  
INDUSTRY SUMMIT

September 23 - 25, 2025 Calgary

