



**CICC** CONVENIENCE INDUSTRY COUNCIL OF CANADA

**CCID** CONSEIL CANADIEN DE L'INDUSTRIE DES DÉPANNEURS

where convenience and communities come together

# one industry . one council . one voice

Just as our convenience stores bring together communities, the Convenience Industry Council of Canada brings together the entire industry to protect the interests of the channel and grow your business. We are proud to represent an industry that contributes over \$22 billion in taxes and employs over a quarter of a million Canadians. It's an industry that needs a strong, unified voice to represent it and to manage and protect its reputation. The CICC is that voice.

## streamlined . efficient . cohesive

One board made up of senior decision-makers, bringing together retailers and wholesale distributors, dedicated to working with you, our vendor partners, to grow our channel.



As CEO, Anne Kothawala, brings to the Council decades of experience in association management and a track record of success in defending the interests of various industries.

With a more streamlined governance and infrastructure, the CICC offers a more efficient and cohesive approach to representing and protecting the interests of its members both nationally and by province. This unified voice will ensure greater recognition of the economic impact of our industry.

## more powerful . together

The CICC was formed by industry stakeholders just like you; stakeholders who wanted to make sure they were heard as one loud and powerful voice.

Come and add your voice to the collective voice of national and regional, chain and independent, retailers and wholesale distributors.

Your input is critical to the success of our channel.

That is why we have created two new touchpoints: the Supplier Advisory Council and the Government Relations Committee.

We want to give you an opportunity to bring your voice and your ideas to the table for the betterment of our industry.

We also recognize that there are emerging players in the market who want access to decision makers, but are still building their business, which is why we created an entry level Emerging tier of membership.

## giving back

"Giving back" is one of the cornerstones of any strong community and just as our tagline suggests, we are "where convenience and communities come together".

It's important for governments, our customers and other stakeholders to recognize the many ways we work hard to make the communities we serve healthier and stronger.

National Convenience Week harnesses the power and reach of our industry by bringing us together to raise money for the Children's Wish Foundation.

This day also allows community leaders to connect with stores and their customers by working behind the counter – to spend time 'in the shoes' of a C-Store employee.

This first-hand experience allows policy makers to better understand the regulatory and tax burden under which we operate.

## advocacy

We vigorously protect the interests of our members on several key files, including food and beverage regulation, packaging, payroll taxes, red tape reduction and transportation and distribution issues.

We also manage and protect our industry's reputation including a new responsible retailing program that will be used for any age-restricted products that we sell.



*"We believe in the role CICC plays to defend and grow our business in a coordinated manner while leveraging grassroots."*

Stephane Trudel  
Couche-Tard



## events & recognition

The National Convenience Industry Summit is our industry's premier event – the only national event for our channel.

The Summit brings together senior executives from the manufacturing, wholesaling, distribution and retailing sectors of our business offering you invaluable opportunities to meet and network with category managers, buyers and other key decision makers.



The National Convenience Industry Awards Gala Dinner is our opportunity to recognize and celebrate the excellence and innovation in our industry's people and its products, and to honour the companies behind them.

You won't want to miss this important national event!

## networking

Success in business is based on relationships and we will help you build them.

You will enjoy privileged access to senior decision-makers and have the opportunity to attend our premier event, the National Convenience Industry Summit, including the Trade Exchange.

This mini-trade show allows vendors to showcase products to many of the industry's key decision makers and allows you to make new business contacts.



## research & education

Market research and solid data analytics are critical in the success of any business.

Facts and figures, trending data and forecasts help to inform you as you make your business decisions.

The annual *CICC Facts and Figures Report* looks at key metrics and category data focused on our channel.



This information is not only essential to help us stay ahead of the curve, but it also underscores the economic significance of our industry, which is an important story for regulators to hear.



**CICC** CONVENIENCE INDUSTRY  
COUNCIL OF CANADA  
**CCID** CONSEIL CANADIEN DE  
L'INDUSTRIE DES DÉPANNEURS

## join today and enjoy these member benefits

CICC offers four membership packages

### membership benefits

As a member of CICC, you will receive invaluable exposure to key decision makers, industry data, recognition for product innovation and greater influence with government. CICC has four membership packages depending on the size of your business in the channel. The CICC will help deliver business growth you can count on. Can you afford not to be a member?

	Elite	Leader	Partner	Emerging
Membership on Supplier Advisory Council	◆			
Membership on Government Relations Committee	◆	◆		
Invite to exclusive VIP Reception at the National Convenience Industry Summit	4	2		
Preferred booth placement for Trade Exchange (National Convenience Industry Summit)	◆	◆		
National Convenience Industry Summit registration savings	First registration is FREE	Save 50% off first registration	Save 25% off first registration	
Invitations to annual Networking Reception	5	3	2	1
Monthly Newsletter	◆	◆	◆	◆
Facts and Figures Report	◆	◆	◆	◆
Retailer and Distributor Key Contact List	◆	◆	◆	◆
Logo Inclusion on CICC website	◆	◆	◆	◆
<b>your corporate investment</b>	<b>\$30,000 +</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

**NATIONAL  
CONVENIENCE  
INDUSTRY SUMMIT**

**TORONTO ♦ SEPT 29 - OCT 1, 2020**



*"The creation of the CICC was necessary to leverage our channel's powerful reach and to drive our advocacy."* - Marc Gagnon, Vice President National Wholesale, Sobeys Inc.

*"Coke is very excited about the opportunities that the CICC will provide us to continue to build relationships and business in the channel."* - John Bottineau, VP, National Sales, Coca-Cola Canada

*"The Summit is a tremendous opportunity to make connections and continue to grow brand awareness in the market. It has been a great investment for us."* - Scott Bjaanes, National Sales Manager, Jelly Belly Canada