

## in times of crisis . we were there



From convenience  
TO CRISIS,  
WE REMAIN  
OPEN FOR YOU.



This is a great example of how CICC's advocacy helps our vendor partners grow and protect their business in our channel. The strong relationships between our vendors, retailers and distributors allowed our industry to pivot quickly to offer customers what they needed.



## 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 more touchpoints including the Supplier Advisory Council.

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 for our communities, especially during the pandemic.

National Convenience Week is one of our proudest weeks. It's a week that celebrates our channel's commitment to our communities and our stores' front-line workers while raising money for Make a Wish Canada.

# 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 close to 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.

## advocacy

We vigorously protect the interests of our members ensuring they have the right to operate. This means influencing policy, encouraging smart regulation, reducing red tape and pushing for expansion of new product lines in the channel.

We also manage and protect our industry's reputation including our responsible retailing program that has been successfully adopted nationally and is 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

While COVID has had a massive impact on our ability to host our annual National Convenience Industry Summit in person, our industry has more reasons to network and collaborate than ever before.

For the second year, the CICC will offer our National Convenience Industry Summit in a virtual setting scheduled in late September 2021.

Industry stakeholders will still be able to come together for compelling and timely keynotes, breakout sessions and networking opportunities with 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.

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.

**TRADE CHANGE** Building off the success of last year's Virtual Trade Exchange, this year's exchange will also showcase several products and will offer you the opportunity to meet many of the industry's key decision makers.

Elite members have the added benefit of participating in several exclusive networking opportunities with the CICC Board of Directors.

## research & education

Market research and solid data analytics are critical in the success of any business. That has never been more true than now as we try to understand the economic impact of the COVID pandemic.



The annual *CICC State of the Industry 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.

# 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	◆			
Invitation to participate in virtual networking with Board of Directors (May, Sept)	◆			
Invite to exclusive End of Year VIP Reception in Toronto*	◆	◆		
Invite to participate at In-Person Mini Trade Exchange in Toronto (Nov 2021)*	◆	◆	◆	◆
Virtual Trade Exchange Booth	FREE	\$200	\$250	\$300
Monthly Newsletter	◆	◆	◆	◆
Receive a copy of the CICC's exclusive State of the Industry Report	◆	◆	◆	◆
Retailer and Distributor Key Contact List	◆	◆	◆	◆
Logo Inclusion on CICC website	◆	◆	◆	◆

\* Contingent on public health orders for gatherings

**contact us today for details on membership pricing**

**NATIONAL  
CONVENIENCE  
INDUSTRY SUMMIT**  
VIRTUAL • SEPTEMBER 23, 2021



"Our industry needed 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 International

"The COVID-19 pandemic disrupted our usual means of connecting to decision makers. CICC quickly reimagined its programs to continue to provide us opportunities to build relationships and business in the channel." – Marie-Helene Jauron, Director of Sales, PepsiCo Beverages

"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