



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

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 at all levels on issues that impact your business. From advocating for smart regulation to cutting through red tape and striving to ensure consumers have access to your products on our store shelves, 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 International

EVENTS & RECOGNITION

1) National Industry Summit

The only event of its kind, CICC's exclusive national summit assembles the key players in Canada's convenience industry to share, learn and connect. Featuring compelling keynotes, breakout sessions as well as networking sessions with industry executives, this is a must-attend event for anyone looking to grow their business.

2) Innovation Channel

Convenience and choice may be the business mantra of our industry, but innovation and the ability to meet ever-changing customer demands will be critical success factors for companies as we enter the post-pandemic recovery. As a vendor partner, you can have your latest products showcased in our Innovation Channel e-bulletin.

3) Convenience Innovation Awards

Membership has its privileges. As a vendor partner, you can submit your most innovative products into our national Innovation Awards competition which recognizes how the industry is meeting changing customer demand by developing new products.

RESEARCH & EDUCATION

1) State of the Industry Report

What are the latest trends in the industry? How does my business stack up against the competition? What are the key considerations for my business the next 12 months? Those are just a few questions that are annual research report answers in an effort to identify critical success factors for your business.

2) E-News Bulletin

Learn the latest trends in the industry with CICC's monthly e-news bulletin 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.

1) Network List

As a vendor partner, you gain instant access to an exclusive list of Canada's top retailers and distributors as well as key contacts

2) Trade Exchange

Discover new products and meet key contacts face to face at CICC's marquee, multi-day networking and business-learning event held annually in September.

3) Board Meet and Greet

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



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

Profit by association. Join CICC.

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

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:*

- Membership on Supplier Advisory Council (Elite)
- Invitation to participate in exclusive networking events with Board of Directors (Elite)
- Invite to exclusive VIP Reception at National Convenience Industry Summit in Toronto (Elite)
- Preferred booth placement for Trade Exchange at National Convenience Industry Summit
- National Convenience Industry Summit registration savings
- 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

*Contact us to customize your membership package

The COVID-19 pandemic disrupted our usual means of connecting to decision makers, CICC quickly reimaged its programs to continue to provide us opportunities to build relationships and business in the channel.

– Marie-Helene Jauron,
Director of Sales,
PepsiCo Beverage

The CICC event was a highlight of our year! We met so many incredible people in the convenience industry and built valuable relationships that will positively impact our business for years to come. Plus, the CICC Board were very welcoming and the staff were fantastic to work with. Would highly recommend!

– Ashley Ehmann
Co-founder,
Twigz Pretzels

We believe in the role CICC plays to grow our business in a coordinated manner, while leveraging grassroots.

– Stephane Trudel,
Senior VP Operations,
Couche-Tard

NATIONAL
CONVENIENCE
INDUSTRY SUMMIT

September 27-29, 2022 Toronto

