

CASE STORY

CPMA: FRESH CONNECTIONS, SEAMLESS EXECUTION

Metro Toronto Convention Centre | Toronto, ON



THE CHALLENGE

KEEPING IT FRESH UNDER PRESSURE

With a tight schedule and a dynamic environment, CPMA 2026 presented several challenges. Daily delivery and removal of fresh produce demanded precise coordination. Their goals were to facilitate industry connections, showcase innovation and sustainability, and support business development.

THE SOLUTION

STRATEGIC PLANNING MEETS CREATIVE EXECUTION

Dedicated operations managers divided responsibilities while specialized freight teams managed fresh produce and standard materials. On the show floor, GES brought the event to life with over 25,000 square feet of graphics and a cohesive look developed by the creative team beginning in 2025. Using a bright, colorful palette, all elements aligned seamlessly across the space.

THE IMPACT

A SMOOTH SHOW WITH MEANINGFUL RESULTS

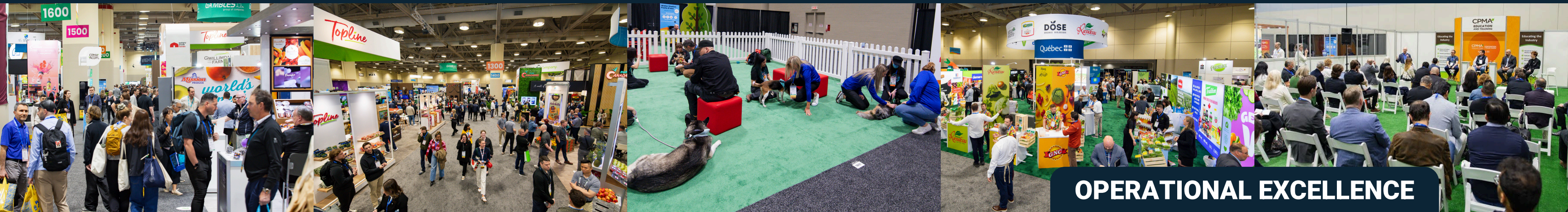
Despite the complexity, GES executed an efficient operation with careful coordination and a proactive on-site team. The event also delivered meaningful industry and community impact, extending the value beyond the show floor.

QUICK STATS

VIBRANT AND FRESH

As a long-standing GES client, this rotating national event continues to serve as a key platform for networking, innovation, and business growth.

330 Exhibitors **75k** NSF **4.6k+** Attendees



OPERATIONAL EXCELLENCE