

SAMPLING, INFO SESSIONS,
PRODUCT LAUNCHES, AND MORE!

2026 FOOD & BEVERAGE EXPO

Vendor Package



April 28-29, 2026 • Bunge International Trade Centre

For more information

✉ listings@slga.com, skcraft@slga.com

🌐 www.slga.com

The 2025 Food and Beverage
Expo showcased a total of

511 PRODUCTS FROM LOCAL AND NATIONAL VENDORS

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Food & Beverage Exhibitor

Information Package

The Expo is an exciting opportunity for exhibitors to network with and sample new products to Retail Store Permittees (RSPs) and Commercial Permittees from across Saskatchewan. **Please also review the FAQ for additional details and information*



NOTE **Agendas are subject to change, if any changes occur, they will be communicated via the weekly emails.*

Tuesday, April 28th

BUNGE International Trade Centre

12:00 - 2:30 pm

Exhibitors set up in the BUNGE International Trade Centre

5:00 pm

Social Evening with SLGA and Hospitality Sask.

Join the SLGA and Hospitality teams for appetizers and a complimentary beverage ticket, courtesy of Hospitality Sask.

**Details available closer to the event*

Wednesday, April 29th

BUNGE International Trade Centre

The SLGA conference and trade show portion of the day is an opportunity to hear updates from SLGA, ask questions, and network with other industry people.

All suppliers, local producers and RSPs will be in attendance together.

8:30 am

Check in and Breakfast

9 am – 12:00 pm

SLGA conference and trade show for suppliers, SK producers and RSPs **Topics TBA*

12:00-12:45 pm

Lunch

12:45-4:45 pm Food & Beverage Expo

**sampling ends at 4:15pm*

4:45-5:45 pm

Teardown

General Information

FEATURED PRODUCTS

Maximum of five products per booth. Only approved products may be on-site. Products featured must be approved by SLGA.

Special Order products must have a completed application form submitted to **specialorders@slga.com** by January 30, 2026. In the application, please specify it is for Expo, so the product is ordered in time.

EXPO DISCOUNT

Exhibitors are required to offer a minimum 10% show discount. The discount will default to 10% off the regular wholesale base price, unless otherwise stated.

BOOTH DETAILS

Water, ice, spit buckets, and garbages will be available throughout the Expo, but not at each booth. Exhibitors should bring additional supplies as needed. All booths are 10' wide and 8' deep.

MOVE IN

Set-up will take place on Tuesday, April 28 from 12:00pm – 2:30 pm at the Bunge International Trade Centre. If you cannot set up during this time, please contact **listings@slga.com** or **skcraft@slga.com** to make alternate arrangements

All SLGA and Privately Distributed samples will be sent directly to the Expo site.

SK Craft product samples must be brought during the move in time.

MOVE OUT

Move-out will take place immediately at 4:45 pm on Wednesday, April 29.

Displays may not be dismantled during show hours. All items must be removed from the building by 6pm.

Vendor Checklist

Booth Display

- ☐ Backdrops
- ☐ Banners
- ☐ Signs
- ☐ Lighting
- ☐ Supports (tape, clips, etc.)

Documents

- ☐ Sell sheets
- ☐ Business cards to give to attendees

Promotional Items

Things you wish to giveaway to attendees such as:

- ☐ Dealer loader items
- ☐ Branded pens

Supplies

**Attendee estimation is 400+ people*

- ☐ Sample cups
- ☐ Napkins, etc.

Booth staff

- ☐ Ensure you've informed SLGA who will be at your booth and who will attend the conference.
- ☐ Wear comfortable shoes.

SK Craft Producers

- ☐ Samples

**Please work with SK Craft Alcohol team to determine appropriate quantities*

{ NOTE: The receipt showing sale of that product must be submitted to SLGA by **April 22nd, 2026**

Terms & Conditions

BOOTH SPACE ALLOCATION

Saskatchewan Liquor and Gaming Authority (SLGA) will make all booth assignments in the best interest of the Expo and may alter the floor plan and reposition exhibitors if necessary. SLGA reserves the right to reject or prohibit exhibits or exhibitors who do not meet the goals of the expo.

BOOTH DIMENSIONS

All booths are 10' wide and 8' deep. No exhibitor may injure, mar or in any way deface the building; no nails, hooks, tacks or screws are to be driven into any part of the exhibit space.

EXHIBIT SPACE

Includes high back drape, 8' x 3' high side drape, 1 - 6' skirted table, 2 folding chairs.

EXHIBITORS

No more than one exhibiting company will be permitted per booth without prior written permission from SLGA.

EXHIBITOR ACTIVITIES

All activities, promotions, materials, goods & fixtures must be contained within the assigned booth. Should activities create congestion in the aisles; the exhibitor will be required to desist. Sound levels should not interfere with other exhibitors. SLGA may require any exhibitor to immediately reduce the volume of any equipment or entertainment on the show floor.

HOSPITALITY SUITES

No exhibitor shall sponsor, promote, or encourage hospitality suites or rooms during show hours.

LEGAL AGE LIMIT

No persons under 19, including infants, may enter or remain on the show floor during show hours.

FOOD & ALCOHOL

Exhibitors must not sell food or beverages. Only the five approved products may be onsite for the Expo. Sampling of alcohol may only be done as follows to a maximum of:
Spirits/Liqueurs: ½ ounce or 14.25 ml
Wine: 2 ounces or 57 ml
Beer/RTD/Coolers/Cider: 4 ounces or 114 ml.

RESPONSIBLE ALCOHOL SERVICE

Exhibitors are responsible for ensuring that they do not provide alcohol to a person who is intoxicated. Intoxicated persons must be refused service and must leave the exhibit area. Exhibitors must identify anyone who is intoxicated or disrupting the event to a SLGA staff member. People who are serving at the booth are not to consume alcohol before or during their shift.

SET-UP DEADLINE

Set-up will take place on Tuesday, April 28 from 12:00pm – 2:30 pm at the Bunge International Trade Centre. If you cannot set up during this time, please contact listings@slga.com or skcraft@slga.com to make alternate arrangements

LOSS OR DAMAGE

Neither SLGA nor Regina Exhibition Park will be responsible for loss or damage to persons, exhibits, or decorations by theft, fire, accident, strikes or other causes. SLGA assumes no liability for loss or damage to exhibitor property.

BADGES

During show hours, everyone on the floor, including exhibit staff, must wear a name badge provided by SLGA.

CANCELLATION BY EXHIBITOR

Cancellations received prior to March 23 are eligible for a full refund. Cancellations after March 23 are non-refundable.

CANCELLATION OF SHOW

In the event the Expo is canceled for any reason beyond the control of SLGA, SLGA shall in no way whatsoever be liable to the exhibitor other than to return to the exhibitor, without interest, such sums as have been paid to SLGA, less all legitimate expenses at the discretion of SLGA.

ENFORCEMENT OF RULES

By registering to participate, exhibitors assume all responsibility of obtaining knowledge of all rules, regulations, and policies with respect to health, fire prevention, public safety, and alcohol. Exhibitors will be required to observe such further reasonable rules and regulations as SLGA may consider necessary for the safety and well-being of everyone attending. All matters not covered in this contract shall be subject to the judgment of SLGA and any decision made by SLGA shall be final. Failure to observe said rules may result in expulsion from the show. SLGA may cancel without refund the contract of any exhibitor in the event of any violation of the rules and regulations set forth in this contract, or upon violation of any other rules, which SLGA shall establish and make known to exhibitors. If in doubt, please call SLGA. The rules we use are approved and accepted throughout the North American trade show industry. They will be enforced onsite, unless prior agreement has been obtained.



Quick answers to common Expo questions.

EXPO FAQ

Still looking for more information?

✉ listings@slga.com, skcraft@slga.com

🌐 www.slga.com

In 2021 Expo vendors sold
63,394 cases. In 2025 our vendors
sold a total of **108,474 cases**.

**THAT'S A 71%
INCREASE IN SALES**

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**Saskatchewan
Liquor and Gaming
Authority**



Show Details

1. WHAT IS THE FOOD & BEVERAGE EXPO?

The Expo is an exciting opportunity for suppliers to promote product to Retailers and Commercial Permittees from across Saskatchewan. Previous events have been highly successful, driving thousands of cases sold. This is an in-person event.

2. WHEN WILL THE FOOD & BEVERAGE EXPO TAKE PLACE?

The Expo will take place on Tuesday, April 28th and Wednesday, April 29th at the BUNGE International Trade Centre at REAL District in Regina, SK. Like years past, setup will occur on the 28th, and the Expo will take place on the 29th.

3. WHAT IS THE COST TO PARTICIPATE?

The price of each booth is \$540. If you require electricity, it is an additional \$95 charge per booth.

4. HOW DO I REGISTER?

The registration link will be available on the Expo landing page on slga.com. Registration will open December 15th and close January 30th, 2026. Registration information will be communicated in the weekly emails. Like years past, Exhibitors will be billed after the Expo.

5. WHAT ARE THE KEY DATES I NEED TO KNOW?

Exhibitors will need to complete the following activities within the indicated deadlines. SLGA will communicate each step and deadline along the way.

Important Date

Activity

December 15	Registration opens
January 30	Registration closes
February 13	Exhibitors provide product images for products showcased at Expo to listings@slga.com or skcraft@slga.com .
March 16	Exhibitors submit the names of people attending Expo and Conference via the online Exhibitor registration form <i>(form will be sent to Exhibitors at the end of February)</i> .
March 19	Expo information session hosted by SLGA <i>(Teams meeting link will be communicated via weekly emails)</i> .
March 23	SLGA sends draft of Expo product flyer to exhibitors for review
March 30	Exhibitor changes to Expo products info due to SLGA.
April 9	SLGA sends final version of Expo product flyer and booth placements to exhibitors.
April 22	Deadline for SK Craft Producers to have Expo Samples receipt sent to SLGA
April 28	Exhibitors set up and Social Night
April 28	Conference and Expo
May 1	Expo – online orders close by end of day - Time TBD



**All dates are subject to change. SLGA will communicate official due dates in weekly emails.*

Booths

6. CAN I HAVE MORE THAN ONE BOOTH?

Each supplier will be granted one booth if registration is received in full before registration closes. If there are extra booths available, SLGA will allocate them to suppliers requesting additional spaces.

7. HOW MANY PRODUCTS CAN I DISPLAY?

Each Exhibitor may exhibit up to 5 products per booth. No additional product may be present at the booth. Note: new special-order products must submit a completed application to specialorders@slga.com as soon as possible after registration to ensure samples are ordered in time. Please also ensure you identify the product is for the Expo on your application form.

8. CAN I PROVIDE INFORMATION ABOUT OTHER PRODUCTS AS WELL?

Yes, you can provide attendees with information on your other products (e.g., sell sheets). However, only the approved products may be present at your booth.

Tips:

- This is your opportunity to promote the product, so focus on the features that will help sell your product.
- Retailers will be looking through many products and sell-sheets, so look for ways to capture their attention without overwhelming them.

9. HOW DO I GET SAMPLES TO THE EXPO?

a) SLGA-distributed:

- Indicate the number of cases you would like to purchase for sampling on the registration form.
- SLGA will order the product from the Distribution Centre and transport the product directly to the Expo venue.
- NOTE: Samples must arrive at the Distribution Centre by April 15th.
- SLGA will charge the landed cost of samples to the supplier's account.

b) Privately distributed:

- Privately distributed samples may be delivered directly to the Expo venue or may be delivered to the SLGA Distribution Centre, and SLGA will transport the product to the venue. If you intend to deliver it to the SLGA Distribution Centre, please contact inboundlogistics@slga.com to coordinate.

c) SK Producer direct delivery:

- SK Producers will transport their product(s) directly to the Expo venue and must provide receipts to the SLGA SK Craft Alcohol Team by April 22nd showing purchase of the product. If no receipt is provided, you will not be able to exhibit.

10. WHAT HAPPENS WITH LEFTOVER SAMPLES?

Exhibitors may take unopened products with them. Partial bottles of alcohol may also be taken if they are properly secured and sealed. Leftover sample products may only be used in future samplings. Exhibitors may not give leftover products away, and SLGA will not accept returns.

11. FOR PRODUCT SAMPLING, DOES SLGA SUPPLY THE SAMPLING GLASSES?

Exhibitors are responsible for providing their own supplies, including sample glasses.

Eligibility

12. WHAT TYPE OF PRODUCTS ARE ELIGIBLE?

- SLGA distributed, privately distributed, and direct-delivery products.
- All categories.
- All products must be approved by SLGA.

13. WHAT PRODUCTS ARE ELIGIBLE?

- Up to 5 products per booth may be included.

SLGA distributed:

- If you would like to have more than 2 special order products, please contact SLGA for approval.
- Special Order products:
 - Must be domestically sourced for both samples and orders.

Privately distributed:

- Up to 5 approved products.

SK Producer direct delivery:

- Up to 5 approved products.

Discounts

14. IS A DISCOUNT REQUIRED?

Yes. Exhibitors are required to offer a minimum 10% show discount. The discount will default to 10% off the regular wholesale base price, unless otherwise stated in the registration form.

15. HOW DO I SUBMIT A DISCOUNT?

Submit the discount during the registration process.

16. WHAT OTHER RESTRICTIONS ARE THERE FOR DISCOUNTS

SLGA distributed:

- Additional discounts will not be approved on Expo products from April 15th until all Expo case sales have been shipped.
- Price changes will not be approved on Expo products for May 1st and until all Expo case sales have been shipped

Privately distributed:

- Suppliers distributing via BDL and Sleeman can alter the discount dates to make discounting easier. Contact listings@slga.com to discuss timing.

Marketing

17. CAN I OFFER DEALER-LOADERS OR OTHER OFFERS?

Yes! We strongly encourage give-aways at the Expo as they help attract retailers to attend and make purchases at the show. Any dealer loaders you plan to offer that are distributed through SLGA's Distribution Centre must be approved by SLGA. Please note: aside from samples, alcohol cannot be given away or used in raffles.

18. CAN WE LOOK AT THE CATALOG?

SLGA is transitioning to an online catalog, which suppliers will be able view if they have access to view the online store; suppliers who do not have this access can contact listings@slga.com to gain access. To ensure content accuracy, suppliers will receive an excel document of all products to review before the catalog is published online.

19. WHAT ARE THE PRODUCT IMAGE SPECIFICATIONS?

Exhibitors are responsible for providing SLGA with images of the products they plan to showcase at the Expo. Please send product images to listings@slga.com or skcraft@slga.com using the subject line format: "[Supplier Name] Expo Images." Images should be in PNG or JPEG format, and transparent images (no background) are preferred for better manipulation in the catalogs. **The deadline for image submission is February 13th.**

20. CAN WE PROMOTE OUR PRODUCTS TO RETAILERS AND COMMERCIAL PERMITTEES?

Yes! To support your sales targets and investment in the event, we invite all suppliers to promote the event and your participating products to Retailers and Commercial Permittees. Promotion helps draw a larger crowd and we'd like as many potential buyers there as possible.

Order Fulfillment

21. HOW WILL ORDERS BE FULFILLED?

a) SLGA Distributed Core-Listed Product

- If the product is in the Distribution Centre (DC) before Expo, SLGA will work with the agent or supplier to forecast demand and determine additional order quantities as needed. In the event that sales exceed inventory, SLGA will order additional inventory and distribute it to Retailers as soon as the inventory is received.
- If the product is expected to arrive at the DC after Expo, SLGA will order enough inventory to fulfill Expo orders and maintain stock for future orders.

b) SLGA Distributed Special Order Product

- SLGA will collect pre-orders from Retailers, submit one purchase order to the supplier, and distribute the product to the ordering Retailers as soon as inventory arrives at the SLGA DC. Future orders may be placed by Retailers through the standard Special Order process.

c) Privately Distributed Product

- SLGA will provide specific sales information, including which Retailers ordered which products, so the distributor can deliver directly.

d) SK Producer Product

- SLGA will provide specific sales information, including which Retailers ordered the products, so the SK Producer can deliver directly through regular channels, unless the product is distributed via the SLGA DC (Core or Special Order).
- Products must be made available to all Retailers, regardless of location. SK Producers may use any approved means of delivery, including direct delivery, courier, or SLGA Special Orders.

NOTE: For more information about the Special Order process and related requirements (including pricing, SCCs, and more), contact the SK Craft Alcohol team at skcraft@slga.com.

Results

22. HOW WILL SUPPLIERS KNOW WHAT WAS SOLD?

National Suppliers:

- The week after Expo, SLGA will provide a summary of the show results, along with each supplier's specific sales, including which retailers ordered the products.

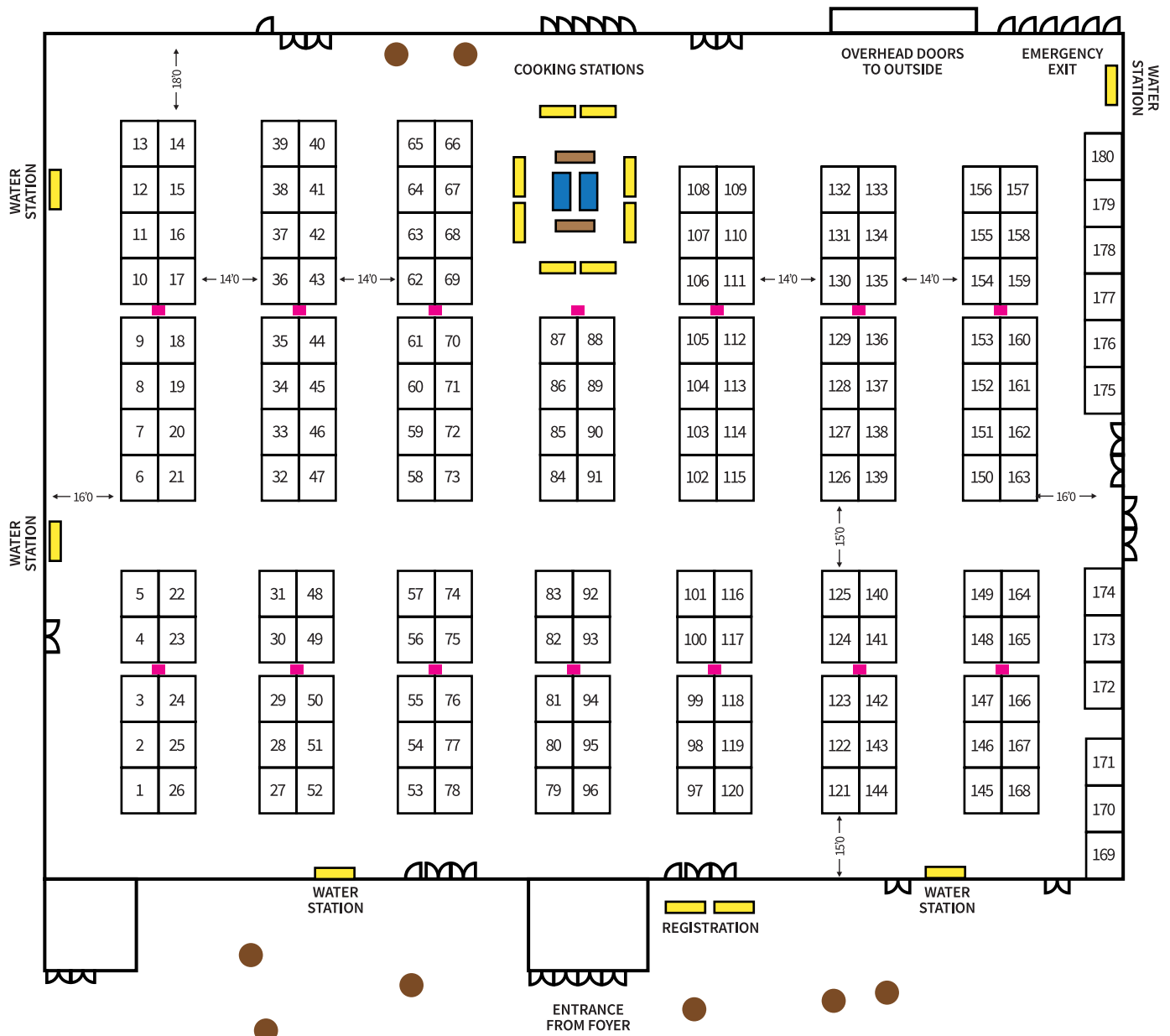
SK Craft Producers:

- SLGA will provide a summary of each producer's orders by 4:00 p.m. on Monday, May 4.

23. HOW DO WPP CHARGEBACKS WORK?

Chargebacks occur when the product is shipped from the distribution center, not when it is ordered. This means suppliers may see multiple chargebacks: the first in May for retailers with immediate delivery dates, and subsequent chargebacks in the following months for any remaining product shipped later.





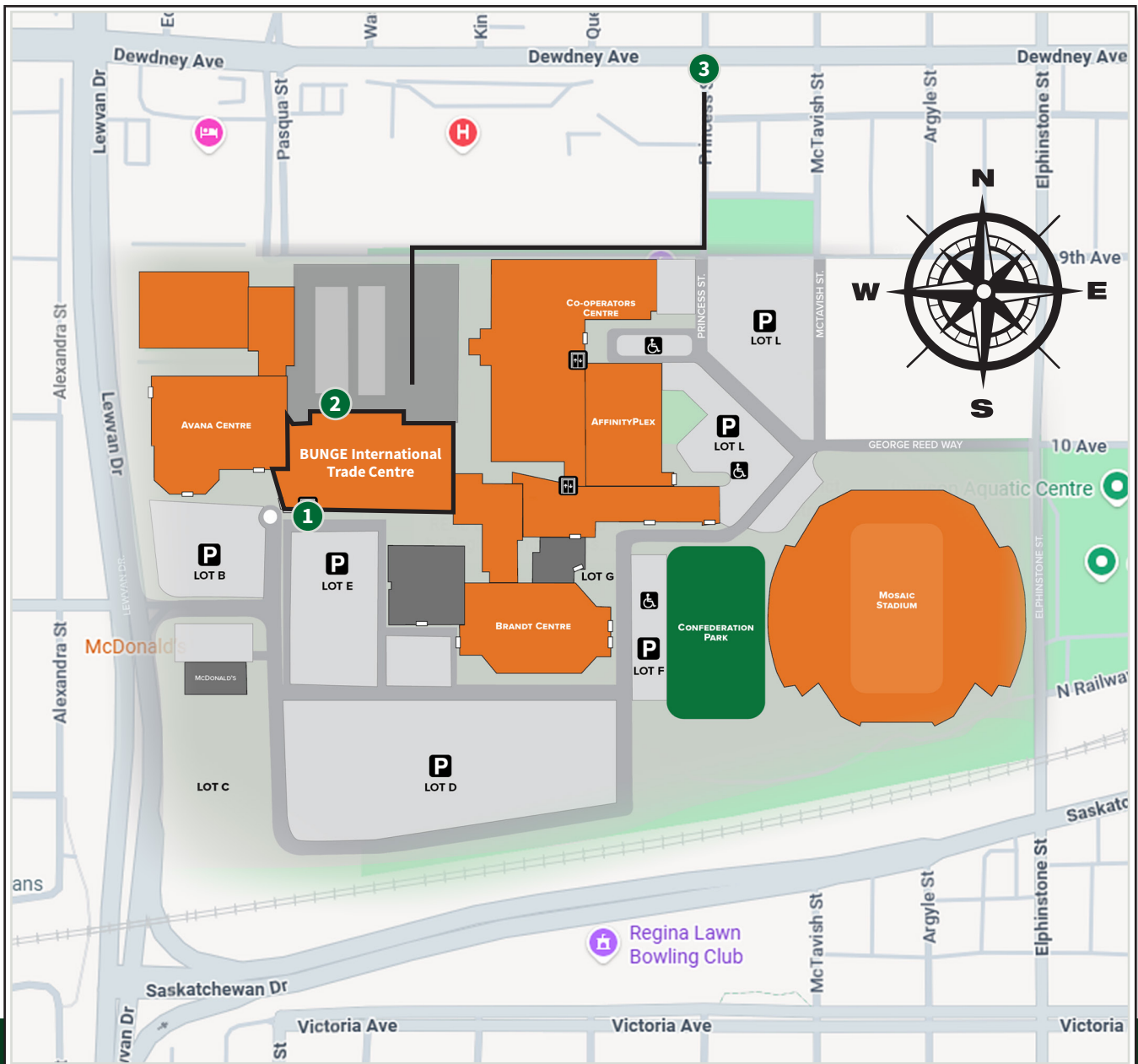
Booth Layout

VITERRA INTERNATIONAL TRADE CENTER

Hall C

Booth size 10' wide x 8' deep

● 30"x42" round cocktail tables



Real District & Area Map

- 1 Main Entrance
- 2 Loading Doors
- 3 Dewdney Avenue entrance to grounds