



27th North American
Mushroom Conference

Excellence Driven by Innovation

June 4-6, 2026
Montreal, Quebec
Canada



Immerse yourself in the vibrant culture of Montreal, a city renowned for its culinary scene and rich history. Our host venue, Le Centre Sheraton, is centrally located, offering easy access to all the conference activities and the city's attractions.

Start Your Engines!

The 27th North American Mushroom Conference is Racing to Montreal.

This year's program is set to deliver two days of high-powered insights and connections. Join us as we explore the leading edge of mushroom cultivation, connecting with industry peers, and driving the future of our industry.



Le Centre Sheraton
1201 René-Lévesque Blvd W,
Montreal, Quebec
H3B 2L7

Visit mushroomconference.org to learn more.



Power Your Presence: Exhibit at the North American Mushroom Conference

Gain maximum exposure and fuel your business growth. Put your products and services in the spotlight at the 27th North American Mushroom Conference's EXPO hall. This is your prime opportunity to connect directly with key decision-makers, generate valuable leads, and accelerate your market presence within the mushroom industry.

The schedule and floor plan are designed to provide you with maximum exposure and space to showcase your products and services to producers, with dedicated EXPO hours, as well as the Opening Reception, breakfasts and lunches, and conference breaks.

EXPO Registration:

Member:
\$3,000 USD

Non-Member:
\$3,500 USD

The 2026 EXPO will include:

- 10' x 8' booth includes electrical service, pipe and drape, table, chairs, sign and trash can
- Each EXPO space includes one (1) full Business Program Member Registration, valued at \$1,100 USD
- EXPO Opening in conjunction with the Welcome Reception
- Breakfast and lunch buffets are served in the same ballroom as the EXPO
- Dedicated EXPO hours separate from the Business Program
- Light refreshments in the EXPO hall during EXPO hours

Please **register early**, booth space is limited.

Set-Up Hours

Thursday, June 4
Set Up: 1:00 pm - 4:00 pm

EXPO Hours

Thursday: 6:00 pm - 8:00 pm
Friday*: 3:00 pm - 5:00 pm (8:00 am - 5:00 pm**)
Saturday*: 12:00 pm - 2:00 pm (8:00 am - 2:00 pm**)
*Breakfast and lunch will be served in EXPO hall both days
**Facility hours

Tear Down Hours

Saturday, June 6
Tear Down: 2:00 pm - 4:00 pm

**North
American
Mushroom
Conference**



Visit mushroomconference.org for more information.
Connect directly with our sponsorship team by emailing
NAMC@mushrooms.ca and Carla@peacpromotions.ca.

EXPO FAQs



I want to become an Exhibitor at the Conference. What is that process?

Contact **Mushrooms Canada** at NAMC@mushrooms.ca & Carla@peacpromotions.ca. We encourage exhibitors to pay via cheque, wire transfer, or e-transfer to avoid fees. Exhibitor registration is not complete until payment is received.

Where is the 27th NAMC EXPO being held?

The EXPO will take place in the Ballroom located on the 4th Floor at Le Centre Sheraton, 1201 René-Lévesque Blvd W, Montreal, Quebec, Canada.

What other activities will be happening during EXPO hours?

Both breakfast and lunch will be served in the EXPO hall on both days.

What are EXPO dates and times?

The EXPO hall hours are as follows:

Thursday, June 4 - Set Up: 1:00 pm - 4:00 pm

Thursday: 6:00 pm - 8:00 pm

Friday*: 3:00 pm - 5:00 pm (8:00 am - 5:00 pm**)

Saturday*: 12:00 pm - 2:00 pm (8:00 am - 5:00 pm**)

Saturday, June 6 - Take Down: 2:00 pm - 4:00 pm

*Breakfast and lunch will be served in the EXPO hall both days

**Facility hours

When does my booth have to be set up and ready to go?

5:00 pm sharp on Thursday, June 4th. The Welcome

Reception begins at 6:00 pm and we ask all exhibitors to be set up and ready to go one hour before.

Where should my booth materials be shipped?

Shipping and handling of materials 48 hours or less prior to the event:

**Le Centre Sheraton, 1201 René-Lévesque Blvd W,
Montreal, Quebec, Canada**

Please include:

**27th North American Mushroom Conference
Company Name / 27th NAMC Exhibitor
Ballroom and assigned booth number**

If you require shipping and handling of EXPO materials more than 48 hours prior to the event, please contact **Mushrooms Canada** at NAMC@mushrooms.ca & Carla@peacpromotions.ca. Our conference team will provide further details and instructions.

What happens with material coming from outside of Canada / Customs?

If your material is coming from outside of Canada, it is subject to Canadian Customs standards. The Government of Canada is available to offer assistance to groups bringing exhibits, displays, convention materials, etc into Canada. Such items, when not being used for resale, can enter the country duty-free, if the convention is registered.

For more information, please contact:

**The Canadian Government Office of Tourism
Exhibition and Convention Branch,
400 Place d'Youville
Montreal, Quebec H2Y 2C2
Tel: 514-283-2949 or 514-283-2959**

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EXPO FAQs CONTINUED



How do we manage materials being delivered by transport truck?

Download our "Shipping Information Package" for loading dock instructions, restrictions, contacts, and hours of operation from our website.

What are the shipping/receiving rules at the hotel?

Download our "Shipping Information Package" for loading dock instructions, restrictions, contacts, and hours of operation from our website.

How do I access my booth materials once I arrive at Le Centre Sheraton?

All booth materials will be delivered to the EXPO hall prior to set-up times and will be placed in your assigned booth.

When does my booth have to be dismantled?

All Exhibitors must be completely moved out by **4:00 pm on Saturday, June 6th**.

What size is my booth?

All booths are 10'x wide by 8' long.

What is the height of the drape?

Back wall – 8' high. Side walls – 4' high.

What is included in the booth?

Each booth comes with pipe and drape, electrical service, table, chairs, a table sign noting which company is in which booth, and a trash can. Each Exhibitor will be given a badge allowing you to access your booth during exhibit hall times.

How many conference registrations are included with my EXPO registration?

Each booth is limited to one (1) full business program member registration. Any additional booth attendees are required to register for the full business program at the member rate.

Who do I contact with questions about my booth?

Contact **Mushrooms Canada** at NAMC@mushrooms.ca & **Carla@peacpromotions.ca**. Our conference team will assist you.

How do I book a hotel room?

Rooms should be booked well in advance given this very busy time of year in Montreal. Follow the instructions on the "Plan Your Trip" page.

What if I have to cancel my booth?

All cancellations must be submitted in writing to NAMC@mushrooms.ca in order to be processed. Cancellations received on or before March 31, 2026 will receive a 50% refund. Cancellations received on or after March 31, 2026 will forfeit all fees paid.

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