

BLACK BUSINESS ASSOCIATION OF BC

CHFA NOW Vancouver Trade Pavilion

Must-Read Information Package for Applicants

Conference: April 30, 2027 | Trade Show: May 1 & 2, 2027 | Vancouver Convention Centre

Funding Acknowledgement

This activation is supported by Pacific Economic Development Canada.

About This Opportunity

Thank you for your interest in the BBABC CHFA NOW Vancouver Trade Pavilion. Please read this document in full before submitting your application. Pavilion-specific questions can be directed to nallen@blackbusinessbc.ca.

CHFA NOW Vancouver is Canada's premier natural, organic and wellness CPG trade show, hosted by the Canadian Health Food Association (CHFA) at the Vancouver Convention Centre. The 2026 show drew the following results:

1,030 Exhibiting Companies	7,390 Industry Professionals	671 Unique Retail Locations	3,236 Total Attendees (+6% vs. 2025)
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86% of retail attendees at the 2026 show had buying authority or made purchasing recommendations. The dominant buyer segment was natural health food stores (38%), followed by grocery and mass retail, which grew 10.5% year over year. International buyer attendance grew 40% in 2026, with buyers from Hong Kong, Japan, South Korea, China, New Zealand, Mexico, and the USA.

BBABC is organizing a delegation of up to ten (10) Black-owned businesses to exhibit at CHFA NOW Vancouver 2027. This is a business-to-business trade environment. Businesses in the delegation will be meeting retail buyers, category managers, distributors, and healthcare professionals. It is not a consumer market.

About BBABC

The Black Business Association of BC (BBABC) is a nonprofit organization dedicated to the economic empowerment and advancement of Black-owned businesses across British Columbia. This delegation is part of BBABC's Export Readiness and Development mandate, supporting member businesses in building the capacity, regulatory knowledge, and market access required to grow into domestic retail channels and beyond.

What Is Included in the Delegation Package

BBABC Will Cover the Cost of the Booth

Each selected business will receive one 5x10 ft booth at the CHFA NOW Vancouver 2027 trade show at no cost. This is the core financial contribution BBABC is making to this delegation.

Booth (5x10 ft)	Fully covered by BBABC. Includes standard booth furnishings as provided by CHFA NOW.
Exhibitor Passes	Each selected business will receive the standard exhibitor passes included with their booth.
Pre-Show Training	Mandatory market readiness training (webinar and one-on-one coaching) provided to all delegation members.
On-Site Support	A BBABC representative will be present during the trade show to support delegation members on the floor.
Promotion	Participating businesses will be promoted through BBABC communications before and during the event.
Post-Show Debrief	Structured group debrief and follow-up survey to capture leads, confirmed sales, and lessons learned.

Note: CHFA membership fees, travel, accommodations, samples, and booth display materials (banners, signage, product displays) are at the expense of each participating business. Guidance on expected costs will be shared with selected applicants.

Eligibility and Selection Criteria

Applications are assessed against mandatory and preferred criteria. All mandatory criteria must be met for an application to be considered. Preferred criteria strengthen an application but are not required for selection.

Mandatory Criteria

Criterion	What We Are Looking For	Type
BBABC Membership	The business must be an active BBABC member in good standing at the time of application and through the date of the event.	Yes
Black Ownership	The business must be majority Black-owned (51% or more).	Yes

CHFA Membership	The business must become a member of CHFA if not already. Proof of CHFA membership is required prior to confirmation in the Pavilion. BBABC will provide guidance on the membership process.	Yes
Product Compliance	Products must be retail ready and compliant under all applicable regulations, including Canadian labelling requirements (bilingual labels, nutrition facts tables, ingredient declarations) and any Health Canada or CFIA requirements applicable to the product category.	Yes
Channel Fit	The product must be suitable for natural health food, grocery, pharmacy, or wellness retail channels. CHFA NOW is a trade-only event. Products must be buyer-ready.	Yes
Commitment to Attend	A designated representative must attend the full trade show (May 1 and 2, 2027). Partial attendance is not accepted.	Yes

Preferred Criteria

Criterion	What We Are Looking For	Type
Existing Sales	The business is currently selling through at least one retail or wholesale channel in Canada.	Preferred
Production Capacity	The business can demonstrate ability to fulfill a purchase order from a retail buyer within a reasonable lead time.	Preferred
Export Interest	The business is interested in or actively pursuing distribution outside BC, including interprovincial or international markets.	Preferred
Trade Show Experience	The business has previously exhibited at a trade show or farmers market and understands booth presentation and buyer engagement basics.	Preferred

How to Apply

Submit your application through the BBABC Pavilion Vendor Application portal before the deadline. Applications submitted after the deadline or by email will not be accepted.

Application Deadline

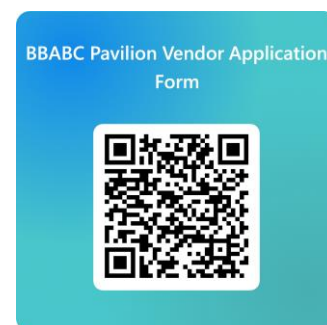
September 30, 2026, or until spaces are filled.

How to Apply

Scan the QR code or visit:

forms.cloud.microsoft/r/9JszB6cLiV

Spaces are limited to 10 businesses. Apply early.



Scan to Apply

Your application should include:

- Business name, registration number, and owner contact information
- Description of your product(s) and target retail channel
- Current sales channels and production capacity
- Any relevant certifications (organic, non-GMO, halal, kosher, etc.)
- Confirmation you have read and agree to the terms in this document

Applicants will be notified of their selection status within four weeks of the application deadline. Businesses not selected will receive feedback to support future applications.

Pre-Show Market Readiness Training

Participation in BBABC's pre-show readiness program is mandatory for all delegation members. The program is designed to ensure every business in the delegation can have productive buyer conversations and represent the BBABC brand credibly on the show floor.

Training will cover:

- How to identify and engage the right buyers at CHFA NOW
- Understanding listing agreements, buyer expectations, and distributor relationships
- Creating show-specific pricing, promotions, and limited-time deal structures
- Regulatory basics: what buyers ask about labels, certifications, and compliance
- Booth setup, product presentation, and professional trade show conduct
- Converting conversations into measurable outcomes and follow-up actions

Training dates and format will be confirmed with selected applicants. Both group webinar and one-on-one coaching formats are planned.

Key Dates

Application Deadline	September 30, 2026, or until spaces are filled
Applicant Notification	Within four weeks of application deadline
Pre-Show Training (Webinar)	January 2027 (exact date TBC)
Pre-Show Coaching (1-on-1)	January to February 2027
CHFA NOW Conference	April 30, 2027
CHFA NOW Trade Show	May 1 and 2, 2027
Post-Show Debrief	Within two weeks of show close

Other Critical Information

This Is a Trade Environment

CHFA NOW Vancouver is an industry-only event. General consumers do not attend. Every person your team meets will be a buyer, distributor, broker, or category manager. Your booth, samples, pitch, and materials must reflect this. Consumer-facing packaging is fine, but your conversation must be trade-facing.

Regulatory Compliance Is Non-Negotiable

Products must be compliant with Canadian labelling and food safety regulations at the time of the show. Buyers will ask about compliance. A non-compliant product cannot be listed by a legitimate retailer. BBABC's pre-show training will include a compliance review, but responsibility for product compliance rests entirely with the individual business.

Sampling at the Show

Exhibitors may offer product samples at their booth, subject to Vancouver Convention Centre food safety permit requirements. Businesses intending to sample must obtain the appropriate Vancouver Coastal Health food safety permit in advance. BBABC will provide guidance on this process as part of pre-show preparation.

CHFA Membership

CHFA membership is required to exhibit at CHFA NOW Vancouver 2027. If your business is not already a CHFA member, you must obtain membership before your place in the Pavilion can be confirmed. Proof of membership must be submitted to BBABC before confirmation. Membership fees are at the expense of each participating business and are non-refundable once paid.

Post-Show Reporting

All delegation members are required to complete BBABC's post-show survey immediately after the event and a follow-up survey three months later. Participation in this reporting is a condition of joining the delegation and is used to strengthen future programming and demonstrate outcomes to funders and partners.

Questions and Contact

Black Business Association of BC

Pavilion Inquiries: nallen@blackbusinessbc.ca

Apply: forms.cloud.microsoft/r/9JszB6cLiV

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This document is produced by the Black Business Association of BC and is subject to change. The most current version will always be distributed through official BBABC member communications.