

MEMBER AGENDA



Health First Network

2025 Conference & Annual General Meeting

Montreal, Quebec

THURSDAY, MAY 29, 2025

LOCATION

8:00 am - 5:00 pm	Optional Excursion – Visit Boiron Laboratories & New Roots Herbal Inc. facility & lunch	Meet in the Westin Hotel Lobby “pre-registration required”
1:00 pm – 5:00 pm	Registration – pick up your Conference Kit	Fortifications Foyer
7:30 pm – 10:30 pm	Welcome Reception Registration continues	Fortifications Foyer

FRIDAY, MAY 30, 2025

LOCATION

6:30 am – 8:30 am	<i>Member / Vendor Breakfast</i>	Montreal Ballroom A
8:30 am	Members Welcome - Sofia	Fortifications Ballroom
8:45 am	CEO Welcome Address - Davide Viola	Fortifications Ballroom
9:15 am	Spotlight Speaker Series (18 min. each): <ul style="list-style-type: none">• Assured Natural Distribution• Now Health Group Canada/Puresource Natural Products• Purity Life Health Products	Fortifications Ballroom
10:15 am	<i>Refreshment Break</i>	Fortifications Foyer
10:30 am	Speed Dating Sessions	Fortifications Ballroom & Foyer Grande Place Meeting Fooms
12:00 pm	<i>Member / Vendor Group Photo</i>	Montreal Ballroom A
12:15 pm	<i>Member / Vendor Lunch</i>	Montreal Ballroom A
1:00 pm	Vendor Panel Discussion with: <ul style="list-style-type: none">• CanPrev• Harmonic Arts• Natural Factors Nutritional Products	Fortifications Ballroom
2:30 pm	HFN Trade Show	Grande Place
5:30 pm	Trade Show ends	
7:00 pm	Reception	Fortifications Foyer
7:45 pm	Vendor Award Night Dinner	Fortifications Ballroom
11:30 pm	Evening Concludes	

SATURDAY, MAY 31, 2025
LOCATION

6:30 am – 8:30 am	<i>Member Only Breakfast</i>	Montreal Ballroom A
7:00 am – 7:45 am	Yoga Session – “pre-registration required”	Ville Marie A
8:30 am	CFIB – André Asch	Fortifications Ballroom
9:00 am	Health First Network sessions: <ul style="list-style-type: none"> • Health First Brand – Sofia Constantinou • Marketing Update & Category Insights – Tawnya Ritco 	Fortifications Ballroom
10:00 am	<i>Refreshment Break</i>	Fortifications Foyer
10:15 am	“What does the HFN brand mean to you and how to grow it?” <ul style="list-style-type: none"> • Member Panel Discussion 	Fortifications Ballroom
11:30 am	Break-Out Session: 1) Operations 2) Sales 3) Marketing / Category	Fortifications Ballroom Ville-Marie A Ville-Marie B
12:15 pm	<i>Member Only Lunch</i>	Montreal Ballroom
1:15 pm	Break-Out Session: 1) Operations 2) Sales 3) Marketing / Category	Fortifications Ballroom Ville-Marie A Ville-Marie B
2:15 pm	Break-Out Session: 1) Operations 2) Sales 3) Marketing / Category	Fortifications Ballroom Ville-Marie A Ville-Marie B
3:00 pm	<i>Refreshment Break & AGM Registration</i>	Fortifications Foyer
3:30 pm	HFN Association Inc. Formal Annual General Meeting Presentations, Panel Discussion	Fortifications Ballroom
4:30 pm	Wrap Up & Closing Remarks <ul style="list-style-type: none"> • Davide Viola 	Fortifications Ballroom
4:45 pm	Adjourn	
6:30 pm	Reception	Montreal Foyer
7:30 pm	Member Awards Presentation	Montreal Ballroom A
8:00 pm	“ Sugar Shack” Dinner/Dance - Sponsored by our Platinum Sponsor – Natural Factors	
Midnight	Evening concludes	