



Alberta Foodservice Expo

October 2-3, 2011

BMO Centre, Stampede Park
Calgary, Alberta

Alberta's premier foodservice industry event



2011 Exhibitor Prospectus



www.AlbertaFoodserviceExpo.ca

Produced by:

MediaEDGE
www.mediaedge.ca

Event Title Sponsor:

crfa
.ca

Official Magazine of the CRFA and
the Alberta Foodservice Expo

Canadian
**Restaurant &
Foodservice News**

2011 EXHIBITOR PROSPECTUS

The Alberta Foodservice Expo has its swagger back! In 2010, delegate attendance increased 25% over the previous show. Be part of the 2011 Expo and showcase your new ideas, fresh strategies and leading-edge products and services.

A host of exciting Expo features:

Leading-edge products and services on display, a comprehensive educational program, a cocktail reception and award celebration, networking breakfast and roundtable, keynote speakers, the New/Innovative Product Pavilion, Local/Organic Marketplace, engaging cooking demonstrations and more.

Canadian Restaurant and Foodservice News (CRFN).

As the official voice of the CRFA, CRFN serves as a key promotional vehicle for the Expo. CRFN is circulated to over 20,000 foodservice decision makers who own and operate many different types of foodservice operations across Canada.

Become an exhibitor and connect with event delegates face-to-face for a valuable sales and networking opportunity. The Alberta Foodservice Expo will cover all aspects of food, beverage, services and supply.

Why Should you Exhibit?

- Tap into the fastest growing foodservice market in Canada. With 8,700 commercial establishments, representing 124,900 employees, Alberta's 2009 unit sales volume of \$795,559 was the highest among Canada's provinces, and almost 25% higher than the national average.
- Join other food distributors, equipment manufacturers, foodservice suppliers and dealers, in over 200 booths in this valuable once a year chance to connect with thousands of the region's top professionals including restaurateurs, chefs, qualified buyers and industry executives.
- Take advantage of this key sales and networking opportunity as you launch new products and services, interact with decision makers, develop new accounts and connect with existing ones, generate qualified sales leads, enhance your corporate profile and build your business.
- Our significant delegate database consists of top foodservice professionals representing all types of foodservice and hospitality environments, from commercial to institutional to recreational, including: restaurants, bars, pubs, night clubs, lounges, government, hospitals, universities, armed forces, correctional facilities, hotels, motels, resorts, golf courses, casinos, and much more.

Exhibitor benefits:

- Unlimited number of Exhibitor staff passes
- Free link on the AFE website to your website
- Free listing on the AFE website
- Free company listing in the official 2011 Show Guide
- Material Handling
- Perimeter Booth drapes

Special features:

- Leading Edge Products and Services
- Industry Cocktail Reception and Award Celebration
- New/Innovative Product Pavilion
- Local/Organic Marketplace
- Educational Sessions
- Chef's Stage and Cooking Demonstrations
- Attendance Promotions

Alberta Foodservice Expo Website

The Alberta Foodservice Expo website, www.AlbertaFoodserviceExpo.ca, will provide unprecedented promotional opportunities for the show and its exhibitors. Content rich and stylishly designed, it will be an effective tool for connecting with your buyers, ensuring that they are aware of the show and your presence in it.



Backed by MediaEdge's complete marketing solution

Industry suppliers have the opportunity to conveniently partner with one provider to develop customized annual marketing programs incorporating a variety of promotional channels: CRFN magazine advertising and literature insertions, Alberta Foodservice Expo exposure, customized email campaigns, digital media including e-blasts and website advertisements and more. An Expo Sponsorship Program exists that incorporates these promotional elements into a number of comprehensive packages.

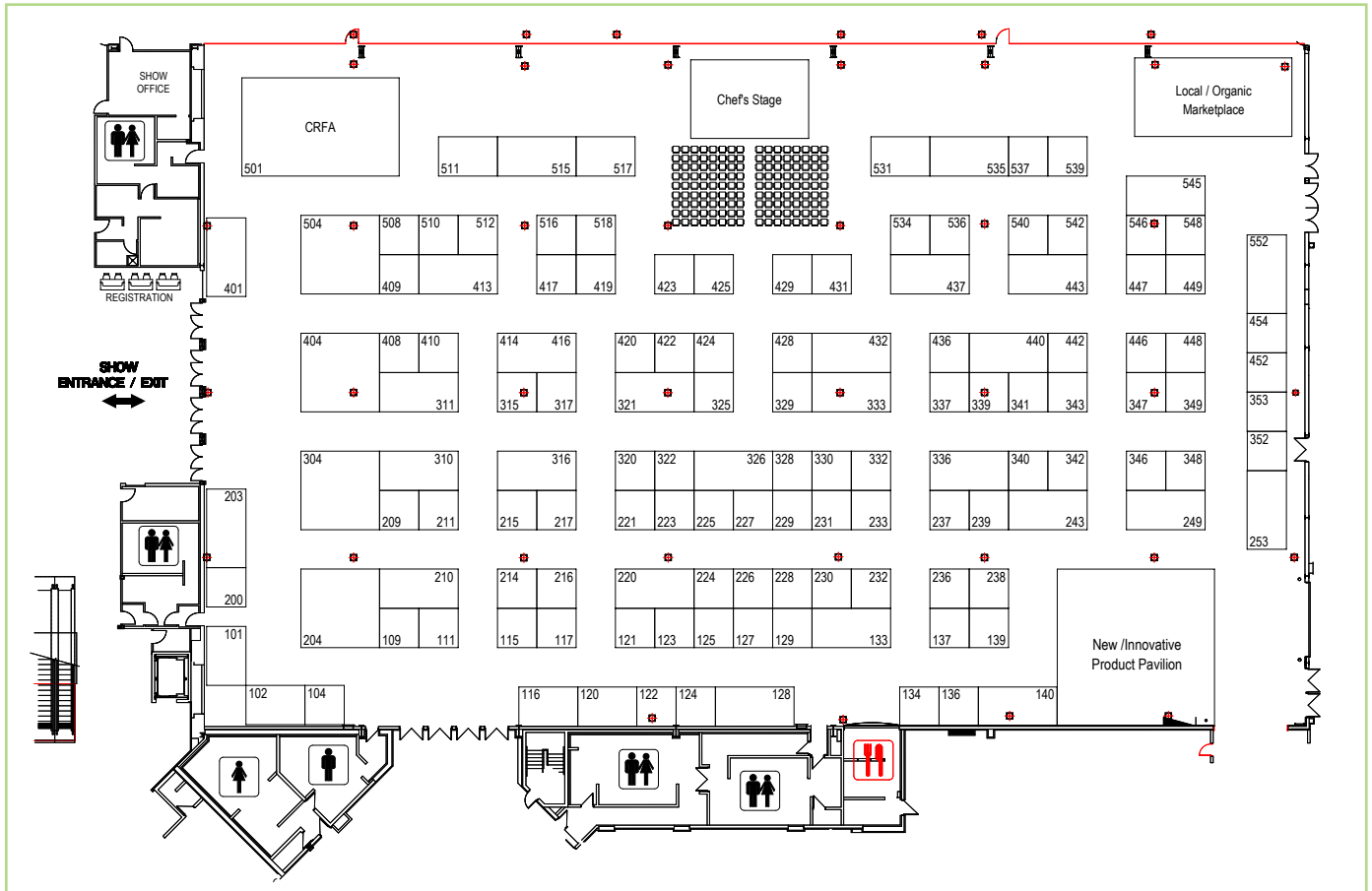
Official Magazine of:

CRFA Canadian Restaurant and
Foodservices Association

Produced by:

MediaEDGE
TORONTO | GAINESVILLE | MELBOURNE | VANCOUVER | WINNIPEG

HALL D - BMO CENTRE, STAMPEDE PARK, CALGARY



The best booth locations will fill quickly. Book early to secure your preferred spot!



Rates:

Booth Space: \$1375 per 10' x 10' booth + GST (\$1275 + GST for CRFA members)
Includes perimeter drapes and material handling for move-in/out.

Corner Fees: \$135 each + GST (\$125 + GST for CRFA members)

Show is restricted to industry trade only.

Dates and Times:

Sunday October 2:

Industry Roundtable: 10:00am-11:30am
Exhibit Floor: 11:30am – 5:30pm
Reception and Awards: 5:30pm - 7:30pm

Monday October 3:

Breakfast, Keynote and Sessions: 9:00am-12:30pm
Exhibit Floor: 11:30am – 5:30pm

Produced by:



For Exhibit and Sponsorship information, contact:
Richard Swayze, Show Manager
E-mail: richards@mediaedge.ca
Toll-Free: 1-866-216-0860, ext. 246



Contract for Exhibit Space

October 2-3, 2011

BMO Centre, Stampede Park, Hall D
Calgary, Alberta

FOR OFFICE USE	
Booth(s) Assigned	_____
Dimensions	_____
Square Ft.	_____
Total Rental (Cdn.): \$	_____

This Agreement for exhibit space at the Alberta Foodservice Expo is made between MediaEDGE Communications Inc. ("Show Management") and the company indicated below ("Exhibitor"):

Company Name _____

Address _____

City _____ Province/State _____ Postal/Zip Code _____

Phone _____ Fax _____ Website _____

Show Contact _____ Title _____

Direct Phone _____ Cell Phone _____ Email _____

Booth Choice #1 _____ #2 _____ #3 _____ #4 _____

I am a current member of the CRFA: ___Yes ___No Booth Perimeter Drapes Required: ___Yes ___No

RENTAL INFORMATION

___Booth(s) @ \$1275 each* = \$ _____

___Corner(s) @ \$125 each* = \$ _____

___Booth(s) @ \$1375 each = \$ _____

___Corner(s) @ \$135 each = \$ _____

Subtotal \$ _____

5% GST \$ _____

Total Rental (Cdn.) \$ _____

* CRFA member rate

PAYMENT INFORMATION

Cheque Credit Card

VISA MASTERCARD AMERICAN EXPRESS

Card Number _____

Expiry Date _____

Name of Cardholder _____

Amount (Cdn.) \$ _____

Signature _____

EXHIBIT SPACE RATES (Canadian Dollars):

\$1375 plus GST per 10' x 10' booth (CRFA members \$1275).

Includes perimeter drapes, if required, and material handling for move-in/out.

Corner Fees: \$135 plus GST each (CRFA members \$125).

PAYMENT SCHEDULE:

50% deposit due with contract

Balance of 50% due by August 5, 2011

Send cheques payable to Mediaedge Communications to:

Alberta Foodservice Expo c/o MediaEDGE

5255 Yonge Street, Suite 1000

Toronto, Ontario M2N 6P4

Tel: 866-216-0860 Fax: 416-512-8344

E-mail: info@mediaedge.ca

EXHIBIT RESTRICTIONS:

The Exhibitor is responsible for the set-up of their exhibit space. The exhibit and its contents must not exceed 8 ft in height without prior approval from Show Management. To maintain the open character of the Expo and its sight lines, the Exhibitor agrees that 50% of each aisle fronted upon by their exhibit shall remain open to the aisle and unobstructed by exhibit walls or display elements. The Exhibitor agrees not to remove exhibit display or product prior to the start of move-out at final Expo closing, and the Exhibitor shall complete such removal within the time designated for move-out, as required. The Exhibitor is liable for any damage caused during the Expo to the property of the building or other exhibitors. Further Exhibit regulations will be specified in the Exhibitor Service Manual.

TERMS AND CONDITIONS:

Should the Exhibitor cancel or otherwise breach the terms of this Agreement, all payments received by Show Management are non-refundable and the Total Rental herein remains due in full. The Exhibitor accepts and will comply with the rules and regulations in this Agreement and in the Exhibitor Service Manual. Show Management reserves the right to relocate the assigned Exhibitor booth(s) to an alternate space, or to relocate the Expo to an alternate location than designated herein. Such relocations shall not relieve the Exhibitor obligations herein. The Exhibitor agrees to carry a minimum of \$5,000,000 commercial general liability insurance naming MediaEDGE Communications Inc. as an additional insured for the duration of the Expo from move-in through move-out. The Exhibitor agrees to conduct all business at the Expo in accordance with all applicable health and safety regulations as required by the Province of Alberta.

I accept the terms and conditions herein, and understand that this shall become a binding contract upon acceptance and co-signature by MediaEDGE Communications Inc.:

Authorized Signature _____ Print Name _____

Company Name _____ Date _____

Accepted by MediaEDGE Communications Inc. _____ Date _____