



Alberta

Foodservice Expo

September 28 – 29, 2014

BMO Centre
Calgary, Alberta

www.AlbertaFoodserviceExpo.ca

Alberta's Premier Foodservice Industry Event



2014 EXHIBITOR & SPONSOR PROSPECTUS

Owned & Produced by:

MediaEdge

Event Title Sponsor:



**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

Official Magazine:

Canadian
**Restaurant &
Foodservice News**

The Alberta Foodservice Expo is Alberta's Premier Foodservice Industry Event.

The long-standing and successful Alberta Foodservice Expo (AFE) offers an excellent opportunity to showcase your products and services to thousands of attending foodservice, hospitality and liquor industry professionals. The event provides delegates with a myriad of activities, including; a diverse trade show floor chock full of leading-edge products and services, special pavilions and events, comprehensive educational programs, engaging cooking demonstrations and competitions, excellent networking opportunities, prizes, opportunities to buy products and more.

Become an exhibitor/sponsor and connect with event delegates face-to-face for valuable sales and networking opportunities.

Why should you Exhibit/Sponsor?

- Tap into Alberta, the fastest growing foodservice market in Canada.
- Join other food distributors, equipment manufacturers, foodservice suppliers and dealers
- Take advantage of this key sales and networking opportunity to 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, hospitality and liquor professionals representing all types of facilities and industries; restaurants, bars, pubs, nightclubs, lounges, government, hospitals, universities, armed forces, correctional facilities, hotels, motels, resorts, golf courses, casinos, and much more.
- We are providing the opportunity for attending delegates to purchase a wide range of products at the show. Our valued exhibitors will offer a diverse list of "Show Special Products". These show special products can be seen and sampled at the exhibitor's booth and ordered directly from them, for fulfilment by exhibiting distributors.
- Significantly enhance your company's image and profile
- Broaden your competitive edge and expand your business
- Heighten your visibility with a sponsorship and generate business from AFE
- Build lasting recognition for your organization before and after the event
- Gain publicity through wide exposure in print and electronic media
- Receive many value-added items within each sponsor category

Special show features that drive attendance:

- Wine, Spirits & Beer Market
- Educational Sessions
- Special Networking Functions
- Chef's Stage and Cooking Demonstrations
- Show Specials

Alberta Foodservice Expo Website

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

MediaEdge

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, website advertisements, and more. An Expo Sponsorship Program exists that incorporates these promotional elements into a number of comprehensive packages.

Canadian Restaurant & Foodservice News (CRFN)

As the official voice of Restaurants Canada (formerly Canadian Restaurant & Foodservice Association, CRFA), CRFN serves as a key promotional vehicle for AFE. CRFN is circulated to over 40,000 foodservice industry decision makers who own and operate many different types of foodservice operations across Canada.



1. STANDARD BOOTH SPACE:

\$1,175 per 10' x 10' booth + GST
(*\$1,075 + GST for Restaurants Canada members)
(*\$975 + GST for companies that exhibited at the BC Connect Show or ApEx 2014)

2. TURN-KEY BOOTH SPACE:

\$1,375 per 10' x 10' booth + GST
(*\$1,275 + GST for Restaurants Canada members)
(*\$1,175 + GST for companies that exhibited at the BC Connect Show or ApEx 2014)

- Includes; carpeting, 6' table & 2 chairs, one 750-watt duplex outlet, perimeter drapes and material handling for move-in/out.

3. WINE, SPIRITS & BEER MARKET:

\$250 per 6' table top + GST

ADDITIONAL INFO:

- \$100 corner premium
- Bulk rates available for exhibits over 4 booths in total



Exhibitor Space includes:

- 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 2014 Show Guide
- Material Handling for move in/out
- Perimeter Booth drape

Extra Exhibitor Bonus:

Discounts on advertising in Canadian Restaurant & Foodservice News magazine, www.RestaurantCentral.ca website and the twice per month Restaurants Canada e-newsletter

All interested parties will be presented with a marketing proposal that clearly outlines normal rates and the valuable discounts Alberta Foodservice Expo exhibitors receive. Please contact - Peter Ridout at peterr@mediaedge.ca or 1-866-216-0860 x 240 for more details and a formal quotation.

DATES AND TIMES:

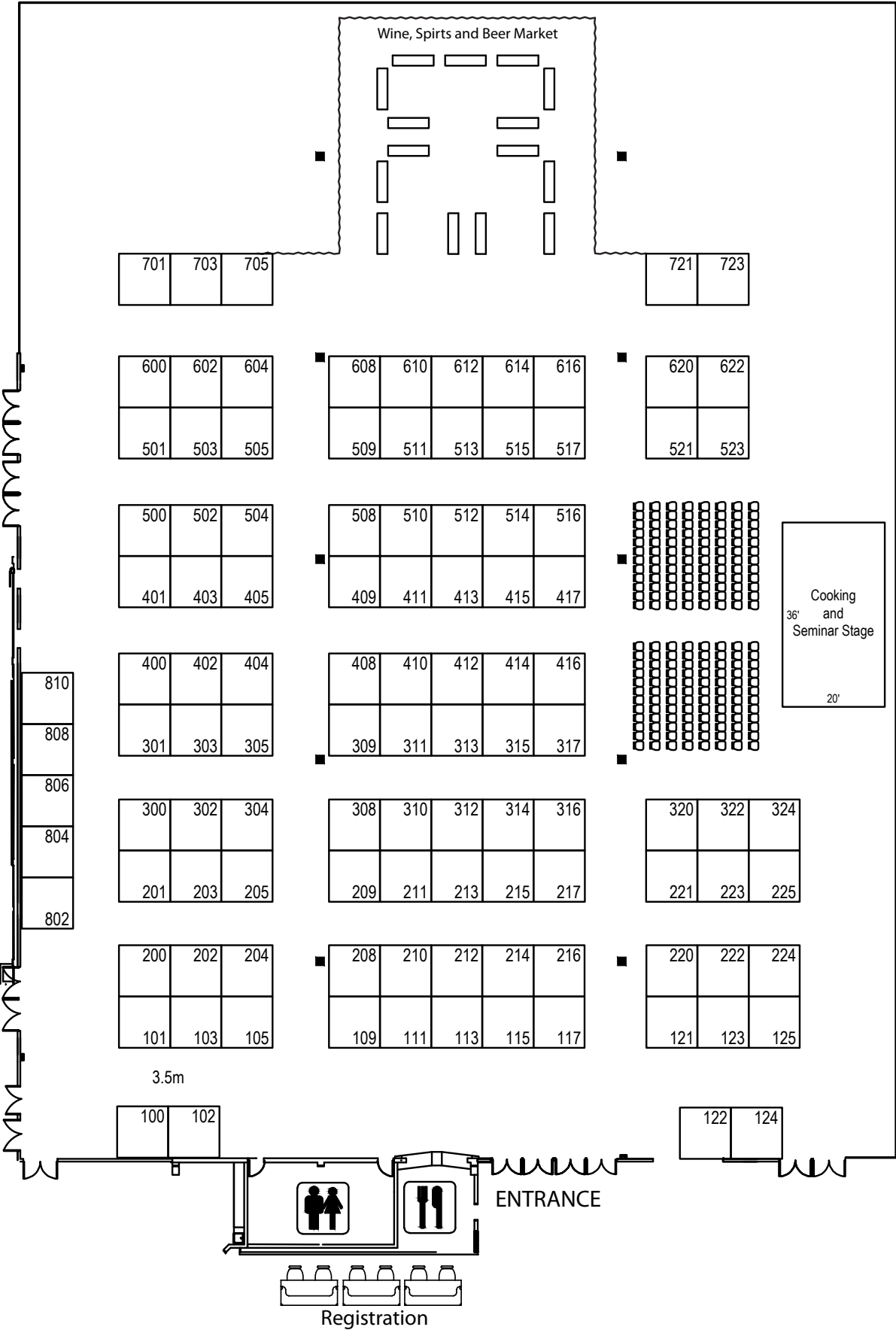
Sunday, September 28, 2014:
Exhibit Floor: 10:00 am – 4:00 pm

Monday, September 29, 2014:
Exhibit Floor: 10:00 am – 4:00 pm

**For Exhibit and Sponsorship information,
please contact:**

Peter Ridout
E-mail: peterr@mediaedge.ca / Toll-Free: 1-866-216-0860 x 240

Visit the Show Website: www.AlbertaFoodserviceExpo.ca
For MediaEDGE information, visit: www.MediaEdge.ca



EXHIBITOR (PLEASE PRINT)

1. Company: _____
Address: _____
City: _____
Province/State: _____ Postal /Zip Code: _____
Contact Name: _____
Title: _____
Tel: () _____ Cell: () _____
Toll Free: () _____ Fax: () _____
Email: _____
Website: _____

2. On Site Contact: _____
Tel: () _____ Cell: () _____
Email: _____
Address: _____

3. In order to complete an Exhibit Space Contract, please give a full description of the products you wish to exhibit. Brand names, other company affiliations or identifications must be listed.

4. Indicate if you are one of the following:

☐ Restaurants Canada Member ☐ Exhibited at ApEx 2014 ☐ Exhibited at Connect Show 2013

5. Booth Requirements. This year we require:

☐ 10 x 10 ☐ 10 x 20 ☐ 20 x 20

Booth location: _____

Same _____ Change _____ Preferred Locations _____

NOTE: Preference will be given to new applicants on a first come, first served basis.

6. Special Exhibit Requirements:

Alcoholic Beverage Sampling* _____ Drainage _____ Water _____

Special requirements must be requested by exhibitor with appropriate contractor.
*Applicable to Wineries, Breweries, Distillers, Licensed Agents and Trade Commissions only

See page 2 for rules and regulations.

We agree to abide by all Exhibit Space Agreement and Regulations governing the Exposition as printed on page two hereof and which are a part of this agreement. Acceptance of this agreement by MediaEdge Communications Inc. (MEC) constitutes a contract.

Exhibitor Authorized Signature _____ Date _____

Print Name and Title _____
X _____
Applications received without an authorized signature and/or payment will not be processed.

RATE SCHEDULE

- Option #1: STANDARD BOOTH**
\$1,175 per 10' x 10' booth + GST
(*\$1,075 + GST for Restaurants Canada members)
(*\$995 + GST if exhibited at the BC Connect Show or ApEx 2014)
Includes; perimeter drapes and material handling for move-in/out.
- Option #2: TURN-KEY BOOTH**
\$1,375 per 10' x 10' booth + GST
(*\$1,275 + GST for Restaurants Canada members)
(*\$1,175 + GST if exhibited at the BC Connect Show or ApEx 2014)
Includes; carpeting, 6' table & 2 chairs, one 750-watt duplex outlet, perimeter drapes and material handling for move-in/out.
- Option #3: WINE, SPIRITS & BEER MARKET**
\$250 per 6' table top + GST
- CORNER BOOTH: \$100 + GST**

Note: This agreement must be returned with a deposit of 50% which includes GST 5% for the space to be allocated. Acceptance of this deposit by show organizers does not constitute an offer of space or facility.

HOW TO PAY

By fax with credit card: Complete the exhibit space agreement and the credit card information at the bottom of the form and fax it to 416-512-8344. Once your credit card is charged, we remove that part of the agreement and it will be locked away for your protection.

By mail with credit card: Complete the exhibit space agreement and the credit card information at the bottom of the form and mail it to the address below. Once your credit card is charged, we remove that part of the agreement and it will be locked away for your protection.

By mail with cheque: Complete the exhibit space agreement and mail it to the address below. *Make the cheque payable to MediaEdge Communications*

Mail to: Alberta Foodservice Expo, 5255 Yonge Street Suite 1000, Toronto, Ontario, M2N 6P4

If mailing, don't forget to make a copy of both the front and back of this agreement for your records.

Contact Information: Peter Ridout, Show Account Manager, at pterr@mediaedge.ca or 1-866-216-0860 ext. 240.

MEDIAEDGE USE ONLY

Cheque Number		
Date Received		
Space Number		
Dimensions		
Booth(s)	Option #1	\$
Booth(s)	Option #2	\$
Table Top	Option #3	\$
Corner(s)		\$
Subtotal	\$	
Plus GST 5%		\$
Total Cost		\$
Deposit Received		\$
Interim Payment		\$
Final Balance		\$
Exhibitor ID _____		
Authorized Signature MEC _____		

PLEASE COMPLETE THIS SECTION IF PAYING BY CREDIT CARD

To pay for your deposit with a credit card, please complete the section below. MediaEdge Communications takes your financial privacy seriously. Once we have charged your credit card, we will remove this section of the agreement and it will be locked away for your protection.

Please place our deposit of 50% (include 5% GST) on: ☐ Visa ☐ MasterCard ☐ American Express

Card # _____

Expiry date _____ CVV# _____

Signature _____

Cardholder Name _____ Cardholder Telephone _____

I authorize MEC to process deposit on this credit card and final payment on **June 30, 2014**. All agreements submitted/received after **June 30, 2014** must be forwarded with full payment.

Signature _____

OFFICE USE ONLY

EXHIBITING COMPANY NAME

CONDITIONS OF AGREEMENT

- 1 This agreement made by and between MediaEdge Communications, hereinafter called the LICENSOR, and the EXHIBITOR as indicated on the first page of this agreement. As a condition of exhibiting at the exhibition, EXHIBITOR hereby expressly acknowledges and agrees to comply with the conditions of agreement and rules and regulations set forth in this agreement. LICENSOR reserves the right to amend the conditions of agreement and rules and regulations or to make additions hereto. The LICENSOR further reserves the right to make specific exceptions to, or changes in, these conditions of agreement and rules and regulations without establishing a precedent or applying those exceptions or changes beyond the specific cases involved. The LICENSOR reserves the right, at its discretion and without necessity of refund, to terminate and revoke EXHIBITOR'S use of exhibit space at the exhibition if EXHIBITOR, after notice, fails immediately to cure any violation of these conditions of agreement and rules and regulations. The interpretation of these conditions of agreement and rules and regulations and all matters not covered by these conditions of agreement and rules and regulations are subject to the sole discretion of the LICENSOR.
- 2 The EXHIBITOR, for and in consideration of the payments and agreements on the part of the EXHIBITOR to be made and performed, hereby grants to the EXHIBITOR the right in the nature of a license to use the exhibit space in the exhibition designated as the space number shown hereon and on the show diagrams of said exhibition.
- 3 The use of said space shall be subject to conditions outlined in, 'Exhibitor Information Kit.' And to all further rules and regulations now or hereafter adopted for the conduct of said Show, which are hereby made a part of this agreement and to which the EXHIBITOR agrees strictly to conform.
- 4 The EXHIBITOR will hold the LICENSOR harmless from any damage, expense or liability arising from any injury or damage to any person, including the general public, the EXHIBITOR, its agents, servants, or employees or to the property of the EXHIBITOR or others, occurring either in the space occupied by the EXHIBITOR or elsewhere, arising out if its occupancy hereunder, or anything connected with said occupancy.
- 5 If the exhibitor fails to make any of said payments at the time appointed thereof, all rights of the EXHIBITOR hereunder shall cease and terminate, and any payments made by it on account hereof prior to said time may be retained by the LICENSOR as liquidated damages for the breach of this agreement as aforesaid, and the LICENSOR may thereupon re-license said space. The LICENSOR may at any time that the EXHIBITOR fails to pay any indebtedness owed by EXHIBITOR to LICENSOR, after demand, seize and sell any property of the EXHIBITOR within the show premises or their environs, either at public auction or by private sale, and may apply the proceeds thereof against such indebtedness and cost of the LICENSOR associated with the exercise of his rights hereunder without prejudice to any other rights of the LICENSOR, and the EXHIBITOR shall be liable for any deficiency or loss suffered by the LICENSOR.
- 6 Cancellation of contracted exhibit space by the EXHIBITOR prior to 90 days of the show opening entitles the LICENSOR to a cancellation fee equal to 25% of the rental value of the contracted exhibit space. Cancellation within 90 days of the show opening entitles the LICENSOR to a cancellation fee equal to 100% of the rental value of the contracted exhibit space and any collection costs associated therewith as reasonably determined by the LICENSOR.
- 7 This license may be terminated by the LICENSOR on notice at any time on the breach of any of the conditions hereof by the EXHIBITOR, and thereupon all its rights hereunder shall cease and terminate, and any payments made by it on account hereof to said termination shall be retained by the LICENSOR as liquidated damages for such breach, and the LICENSOR may thereupon relicense said space.
- 8 The EXHIBITOR covenants that it shall make no unusual demands for heat, power, light or other utilities or services or for maintenance services as established by the LICENSOR's general criteria. An EXHIBITOR shall pay to the LICENSOR on demand all reasonable charges for such additional utilities or services.
- 9 The EXHIBITOR shall not assign this license or sublet or license the whole or any part of the space hereby contracted for without the prior written permission of the LICENSOR. Only the signage of the company whose name appears on the agreement may be placed on the booth or appear on any printed list of EXHIBITOR'S. No company not assigned space in the exhibition hall will be permitted to solicit business in any manner within the exhibit hall.
- 10 There is no representation, warranty or condition affecting the subject matter of this Agreement or the said space other than as expressed herein or in 'Information for Exhibitors' or in writing signed by the LICENSOR.
- 11 EXHIBITOR agrees to observe all union contracts and labour relations in force, agreements between the LICENSOR and official contractors, serving companies and the building in which the show will take place all according to the labour laws of the jurisdiction in which the building is located.
- 12 This agreement shall be governed by and construed in accordance with the laws of the Province and the federal laws of Canada applicable therein.
- 13 If any provision of the agreement shall be held invalid and unenforceable, such holding shall not invalidate or render unenforceable any other provision hereof.
- 14 This agreement may be executed in counterparts, each of which shall be an original, and all of which together shall constitute one and the same instrument.
- 15 Exhibit space will be assigned by the LICENSOR on a first-come, first-served basis. The LICENSOR shall use its best efforts to locate the booth in one of the locations designated by EXHIBITOR on this agreement, and to provide physical proximity to or separation from booths of other specified exhibitors, as requested on this agreement. Notwithstanding the above, the LICENSOR reserves the right to assign exhibit spaces so as to best meet the needs of all exhibitors and to change location assignments at any time, as it may in its sole discretion deem necessary. The LICENSOR also reserves the right to alter the location of booths shown on the official floor plans as it deems advisable.
- 16 The forwarding of this Exhibit Space Agreement to EXHIBITOR by the LICENSOR does not constitute an offer to EXHIBITOR to enter into an agreement of any kind, oral or written, with the LICENSOR. EXHIBITOR expressly acknowledges that the LICENSOR reserves the right to accept or reject exhibits, in its sole discretion with or without cause, and that no formal agreement shall exist between EXHIBITOR and the LICENSOR until this agreement is fully executed by both parties.
- 17 This agreement confers only a limited license by the LICENSOR to EXHIBITOR to use one or more exhibit space(s) to be assigned by the LICENSOR for exhibition purposes at the exhibition. It does not, and shall not be construed, interpreted, or described in any way to, constitute an approval, endorsement, or recommendation of EXHIBITOR or its products or services, or in any manner to create an agency relationship between the LICENSOR and EXHIBITOR.
- 18 By exhibiting at the exhibition, the EXHIBITOR grants the LICENSOR a fully-paid, perpetual nonexclusive license to use, display and reproduce the name of the EXHIBITOR in any directory listing the exhibiting companies at the exhibition and to use such names in promotional materials. The LICENSOR shall not be liable for any errors in any listing or descriptions or for omitting the EXHIBITOR from the directory or other lists or materials.
- 19 EXHIBITOR shall not play or permit the playing or performance of, or distribution of any copyrighted materials at the exhibition unless it has obtained all necessary rights and paid all required royalties, fees or other payment.

RULES AND REGULATIONS

Use of Space

Each EXHIBITOR shall be restricted to showing only those goods described in this agreement, and shall confine its exhibit, activities and operations to the licensed space. In the event of the failure of the EXHIBITOR to utilize all its space to the satisfaction of the LICENSOR, it may at any time after the opening hour allot any vacant space to such other applicant as it may deem proper. The LICENSOR reserves the right to relocate contracted exhibit space as it may deem necessary, in its sole discretion, for the overall benefit of the exhibition.

Character of Exhibit

The LICENSOR reserves the right in its sole discretion to decline, prohibit or remove any exhibit or part thereof, EXHIBITOR or proposed exhibit or EXHIBITOR not approved of by it, and to permit only such matter and conduct as it shall approve.

The above reservation covers persons, things, conduct, printed matter, souvenirs and emblems, and all things which affect the character of the Exhibition, and the EXHIBITOR will not obstruct or hinder the LICENSOR in preventing or removing forthwith any matter, conduct or thing which it considers objectionable.

The EXHIBITOR agrees that all equipment, materials and devices, including without limitation radio, television moving pictures, sound and visual aids will be operated in such manner and location as to cause no inconvenience to other exhibitors or to the public. Sound will be kept at a level to reach the immediate vicinity of the EXHIBITOR's area only, and the LICENSOR reserves the right to remove or discontinue use of anything contravening these regulations. Excepting antiques or other decor items, all equipment displayed must be new.

Risk

All property used or exhibited is at the sole risk of the EXHIBITOR, and the LICENSOR will not assume any responsibility for the safety of exhibits against theft, robbery, fire, accidents or for any cause whatever, or for bodily injury or damage to property caused by the operations of the EXHIBITOR. The EXHIBITOR understands and agrees that the LICENSOR shall assume no responsibility for representations or warranties given by the EXHIBITOR to the public in regard to its products and services, or for transactions or contracts between the EXHIBITOR and the public, or for any losses or damages arising therefrom. EXHIBITOR acknowledges that neither the LICENSOR nor the building in which the show takes place maintains insurance covering EXHIBITOR'S property and that it is the sole responsibility of the EXHIBITOR to obtain business interruption and property damage insurance covering such losses by the EXHIBITOR.

Receipt of Goods

All goods must be plainly marked with the name of the EXHIBITOR and the number of his space c/o the full name of the Show covered by this Agreement, and under no circumstances will goods be received on which there are charges of any kind. A clerk is placed at the receiving entrance for the convenience of exhibitors, but under no consideration will the LICENSOR assume any responsibility for loss or damage to the goods consigned to its care.

All pickups and deliveries shall be made to such entrance and by such facilities and at such times as designated by the LICENSOR.

Booth Construction and Signs

Where the EXHIBITOR provides its own booth and signs, these must conform throughout the period of the exhibition to instructions outlined in 'Exhibitor Information Kit.'

Safety Regulations

All decoration must be flame-proof and pass inspection by all designated authorities, and electrical and gas equipment used or exhibited must conform to the requirements of all electrical, gas and fire regulatory authorities, or any other Federal, Provincial, or Municipal authority, board or commission having due jurisdiction in the location of the Show covered by this Agreement. The EXHIBITOR acknowledges and covenants to abide by the Rules and Regulations as set forth in the Occupational Health and Safety Act governing safe working conditions and the Safe Food Handling Code of Practice. All sampling of alcohol must adhere to the guidelines of the appropriate regulatory board.

Removal of Goods

Under no circumstances shall any portion of an exhibit be removed from the exhibit premises during the continuance of the exhibition without prior written permission of the LICENSOR. The EXHIBITOR will cause all exhibits, equipment and appurtenances to be removed from the Show premises on the date and time specified as 'Exhibit Removal Deadline' in 'Information for Exhibitors.' The LICENSOR shall be entitled to remove all exhibits, equipment and appurtenances of the EXHIBITOR to any place of storage in the event of the EXHIBITOR's failure to remove by such deadline, the EXHIBITOR shall bear all costs of such removal or storage, and the EXHIBITOR shall be liable for all additional charges or damages assessed against the LICENSOR for and by reason of all such property of the EXHIBITOR left on the Show premises or their environs after such deadline.

Prevention or Interruption of Use of Premises

In the case the premises are destroyed or damaged by fire or the elements, or by any other cause, or in case of any circumstances whatsoever, including strikes, shall make it impossible or impractical for the LICENSOR in its sole discretion to permit any EXHIBITOR or EXHIBITORS to occupy the premises, the EXHIBITOR or EXHIBITORS shall pay for space only for the period that the space was or could have been occupied by such EXHIBITOR or EXHIBITORS, and the LICENSOR is released from any and all claims for damage which might arise in consequence thereof. In the event that, for any reason, the Show is not held as proposed, the LICENSOR, on refunding of moneys received from an EXHIBITOR or EXHIBITORS, in accordance with the preceding sentence shall be released from all claims for damages.

Liability and Insurance

The EXHIBITOR shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to the LICENSOR for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name the LICENSOR as loss insured and insure the EXHIBITOR against all claims of any kind arising from or in any way connected with the EXHIBITOR'S presence or operations at the Show. The policy shall provide coverage of at least \$2,000,000 for each separate occurrence. At the request of the LICENSOR, the EXHIBITOR shall provide the LICENSOR with a copy of such policy.

The EXHIBITOR is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The EXHIBITOR shall not make any claim or demand or take any legal action, whatsoever, against the LICENSOR, the Show sponsors, Show contractors or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.

Neither the LICENSOR nor the facility will assume liability for loss for damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the EXHIBITOR.

This agreement shall be binding upon the parties hereto and their respective executors, successors and permitted assigns.

EVENT LANYARD SPONSOR

ONE AVAILABLE AT \$3,500 (LANYARD SUPPLIED BY SPONSOR) OR \$5,000 (LANYARD PRODUCED BY THE SHOW)

Your logo exclusively on all event lanyards worn by visiting delegates during the event.

Handed out to all buyer delegates as they receive their event badges, this impactful sponsor package will provide constant exposure for your company on the trade floor and at all other show events.

Trade Floor & Event Benefits:

- \$3,500 sponsorship - complimentary 10'x10' exhibit booth
- \$5,000 sponsorship - complimentary 10'x10' exhibit booth
- Corporate logo on lanyards handed out to delegates at show registration
- Corporate logo with sponsor recognition on show entrance signage
- Sponsor recognition booth sign
- Verbal sponsor recognition over PA system at show opening and closing each day

Print Advertisements:

- One ¼ page/4C advertisement in CRFN (Canadian Restaurant & Foodservice News) in September 2014 issue circulated across Canada
- One ½ page/4C advertisement in the AFE Show Guide handed out on-site, with highlighted company name on Floor Plan page and listing enhancement in A-Z exhibitor listings

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of AFE website
- Sponsor recognition with linked corporate logo on pre-event delegate promotional e-mailers

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2015

EVENT BADGE SPONSOR

ONE AVAILABLE AT \$2,000

Your logo exclusively on all event badges.

Badges are worn by all delegates. This impactful sponsor package will provide constant exposure for your company on the trade floor and at all other show events.

Trade Floor & Event Benefits:

- 50% off a 10'x10' exhibit booth
- Corporate logo on all event badges
- Corporate logo with sponsor recognition on show entrance signage
- Sponsor recognition booth sign
- Complimentary placement of your literature inside the delegate bag
- Verbal sponsor recognition over PA system at show opening and closing each day

Print Advertisements:

- One ¼ page/4C advertisement in CRFN (Canadian Restaurant & Foodservice News) September 2014 issue circulated across Canada
- One ½ page/4C advertisement in the AFE Show Guide handed out on-site, with highlighted company name on Floor Plan page and listing enhancement in A-Z exhibitor listings

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of AFE website
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2015



DELEGATE BAG SPONSOR

AVAILABLE AT \$2,500 (BAG PROVIDED BY THE SPONSOR)
OR \$4,000 (BAG SUPPLIED BY THE SHOW)

Handed out to all visitors at show registration, this highly visible sponsor package will provide constant exposure for your company on the trade floor as the delegates will use the bag to collect samples and literature.

Trade Floor & Events Benefits:

- 50% off a 10'x10' exhibit booth
- Corporate logo with sponsor recognition on show entrance signage
- Sponsor recognition booth sign
- Complimentary placement of your literature inside the delegate bag
- Verbal sponsor recognition over PA system at show opening and closing each day

Print Advertisements:

- One ¼ page/4C advertisement in CRFN (Canadian Restaurant & Foodservice News) September 2014 issue circulated across Canada
- One ½ page/4C advertisement in the AFE Show Guide handed out on-site, with highlighted company name on Floor Plan page and listing enhancement in A-Z exhibitor listings

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of AFE website
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2015

INSERT YOUR LITERATURE IN THE DELEGATE BAG

AVAILABLE FOR ONLY \$250/PER

Handed out to all visitors at show registration, the delegate bag will contain your company's customized literature.

AFE EDUCATIONAL PROGRAM SPONSOR

AVAILABLE AT \$2,000

An exclusive opportunity to sponsor all of the AFE Educational Sessions (September 28 – 29, 2014).

Enhance your corporate profile by being the overarching sponsor of our comprehensive series of seminars. This is a great opportunity to effectively "own" this key element of AFE's event program by having your logo and message present in each session. Sessions are led by top speakers covering all the latest topics of interest to your buyers.

Benefits at all Educational Sessions:

- 50% off a 10'x10' exhibit booth
- Verbal sponsor recognition
- Corporate logo with sponsor recognition on podium
- Corporate logo with sponsor recognition on room signage
- Opportunity to display corporate literature on tables at the sessions

Trade Floor Benefits:

- Corporate logo with sponsor recognition on show entrance signage
- Sponsor recognition booth sign

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of AFE website, and on inside page references to Educational Program
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers

Print Advertisements:

- One ¼ page/4C advertisement in CRFN (Canadian Restaurant & Foodservice News) September 2014 issue circulated across Canada
- One ½ page/4C advertisement in the AFE Show Guide handed out on-site, with highlighted company name on Floor Plan page

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2015



AFE CULINARY STAGE PRODUCT OR COMPETITION SPONSOR

AVAILABLE AT \$1,000

This category provides an excellent opportunity for corporate exposure on the AFE Culinary Stage. Enhance your company's profile by sponsoring one of the exciting, fun-filled and informative cooking demonstrations or competitions taking place on the AFE Culinary Stage during the two days of the event.

Trade Floor & Event Benefits:

- Corporate logo with sponsor recognition signage at the stage
- Verbal sponsor recognition during sponsored demonstration or competition
- Opportunity to provide prizes to participants of competitions
- Corporate logo with sponsor recognition on Show Entrance signage
- Sponsor recognition booth sign

Print Advertisements:

- Highlighted company name on Floor Plan page and listing enhancement in A-Z exhibitor listings in the AFE Show Guide handed out on-site

Digital Benefits:

- Sponsor recognition with linked corporate logo on home page of AFE website, and on inside page references to the Culinary Stage
- Sponsor recognition with linked corporate logo on post-event delegate promotional e-mailers

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2015

AFE PASSPORT PROGRAM

TEN AVAILABLE AT ONLY \$250/PER

Put your products & services in the spotlight on our printed "passport" handed out to all delegates, and connect with more buyers at AFE!

Buyer delegates must visit each of the Sponsor's booths to have their passport stamped in order to qualify to enter into AFE's grand prize draw. Take advantage of this cost-effective way to generate more traffic by your booth, as well as more leads and business from the show while building your corporate visibility.

Trade Floor Benefits:

- Sponsor recognition booth sign
- Attendees receive printed passport with corporate logo

Digital Benefits:

- Sponsor recognition with linked corporate logo on a pre-event delegate promotional e-mailer about Passport Program

Print Advertisements:

- Corporate logo with Sponsor recognition on inside page reference to Passport Program

Other Sponsor Benefits:

- First right of refusal for this sponsorship in 2015

