

Hotel Association of Canada partners with 2012 CRFA Show

FOR IMMEDIATE RELEASE

December 5, 2011

TORONTO -- The Canadian Restaurant and Foodservices Association (CRFA) is pleased to announce that the Hotel Association of Canada (HAC) will be partnering with the CRFA Show again during their annual conference. The HAC conference takes place March 5-6, 2012 at the Sheraton Centre Hotel in downtown Toronto and the CRFA Show takes place March 4-6, 2012, at the Direct Energy Centre at Exhibition Place.

The HAC delegates are invited to tour the trade show floor on Monday, March 5 and participate in several seminars created with them in mind, including chef demonstrations of innovative menu items for catered events, food safety legislation, and economic forecasts and industry trends.

“The HAC is delighted to be partnering once again with the CRFA Show in March,” stated HAC President Tony Pollard. “Both shows will be providing top name guests, insightful information and national networking opportunities all with the one objective - the success of the Canadian hospitality industry. Definitely events not to miss!”

“The CRFA Show is a great opportunity for the entire hospitality industry to network, learn and do business. We’re very pleased that our colleagues at the Hotel Association of Canada will be returning to this year’s event,” said CRFA President and CEO Garth Whyte.

From its inception, the Hotel Association of Canada Annual Conference has provided an opportunity for those involved in the operation of Canadian lodging enterprises, and their suppliers, to gain timely insights into industry trends and current practices. The conference is a vehicle for delegates to benefit from in-depth, interactive sessions that are uniquely Canadian.

With over 1,200 exhibit booths and ongoing chef demos, seminars and events, the CRFA Show offers restaurant and hospitality owners, managers, chefs and executives a variety of fresh ideas to help promote, grow and manage their business.

Registration is now open (trade only) at www.crfashow.ca and those who register before Jan. 16 are entered into a draw to win a professional espresso machine worth \$1,500.

The CRFA Show is owned and operated by the Canadian Restaurant and Foodservices Association, one of the country’s leading business associations with more than 30,000 members. CRFA also owns and operates the BC Foodservice Expo

(www.bcfoodexpo.ca) and is the title sponsor of the ApEx show in Halifax (www.apextradeshow.ca) and the Alberta Foodservice Expo (www.albertafoodserviceexpo.ca). Proceeds from the shows are directed to CRFA's advocacy, research and member services in support of a growing and prosperous Canadian restaurant industry.

The Hotel Association of Canada is the voice and vision of the Canadian Lodging Industry. We advocate on its behalf to build a favourable business climate and influence policies for its success. The HAC offers strong member engagements, effective government advocacy, and the provision of value-added programs and services. Its members are an important part of the HAC network; a network that is over 8,000 strong and encompasses Hotel companies, hotels, resorts, provincial and international lodging associations, industry suppliers, educators and students. More information can be found at www.hotelassociation.ca