

CANADIAN RESTAURANT & FOODSERVICE ASSOCIATION SHOW (CRFA)
MARCH 2-4, 2008
DIRECT ENERGY BUILDING, EXHIBITION PLACE
TORONTO, ONTARIO CANADA
Registration Deadline: December 21st

The Canadian Food & Beverage Show (F&B), the food and beverage show for the Canadian foodservice industry and HOSTEX, the services and equipment show for the Canadian foodservice industry have joined forces to form the CANADIAN RESTAURANT & FOODSERVICE ASSOCIATION show (CRFA) in a modern, downtown Toronto location. The features of both shows will be maintained to allow visitors to easily navigate the show, quickly locating products of interest. The F&B side of the show will contain only food and beverage products while HOSTEX will offer the universe of foodservice technology, equipment, small wares, services and other industry necessities. This combined event is expected to draw over 17,000 industry buyers from across Canada. For more details on the show, please access the CRFA web site:
<http://www.crfa.ca/tradeshows/crfashow/>

The United States and Canada have the world's largest bilateral trading relationship. In 2006, total merchandise trade between the two countries reached \$534 billion, translating to more than \$1.5 billion in goods crossing the border every day. Canada is the top market for U.S. consumer food products and the figures continue to grow. Canadian purchases of U.S. agricultural products now account for more than 60 percent of total Canadian agricultural imports. In 2006, U.S. agricultural exports to Canada reached a record \$11.9 billion.

For more information please see [Brochure](#), [Application](#), [Floor Plan](#), [Flyer](#) or contact Marilyn Bailey, Agricultural Marketing Specialist, USDA/FAS, U.S. Embassy Ottawa, Canada at (613) 688-5266/email: marilyn.bailey@usda.gov, Alba Montielor, Agricultural Marketing Specialist, USDA/FAS, Toronto, at 416-646-1656/email: alba.montiel@usda.gov, or Sharon Cook, FAS/Washington at 202-720-3425 or email: Sharon.cook@fas.usda.gov

EXHIBITORS

Together at last!

The Canadian Food & Beverage Show and HostEx

CRFA Show

Tastes, trends and fresh ideas ...



March 2 - 4, 2008
Direct Energy Centre
Toronto



Canadian Restaurant and Foodservices Association
Endorsed by the Ontario Restaurant, Hotel and Motel Association

For more info:
CRFA.ca

“ Putting both HostEx and the Canadian Food & Beverage Show under one roof in downtown Toronto makes this a **MUST-SEE FUNCTION** in 2008. ”

Mark Pacinda
President
Boston Pizza Int'l Inc.



Tastes, trends and
FRESH IDEAS...



MARCH 2-4 2008
DIRECT ENERGY CENTRE
TORONTO



MEET

*your customers
face to face*

MARKET

*to an audience
who are ready
to spend*

LAUNCH

*new products
and test the
market*

BUILD

*a brand new
customer
database*



● **TOGETHER AT LAST**

The Canadian Food & Beverage Show and HostEx are the leading industry events providing a venue for buyers and **sellers** of industry products. In an effort to leverage the attributes of both events, the Canadian Restaurant and Foodservices Association is marrying these expositions to create the CRFA Show designed to be the greatest buying forum in Canada for the foodservice and hospitality industries. Together at last, under one roof, the CRFA Show brings these two major events together.

● **A NEW LOCATION/
A DELUXE BUILDING**

The proportions of the new CRFA Show demanded a change in facility and, as Canada's largest venue, the Direct Energy Centre was the top choice. Located in the heart of Toronto, in a **world-class** function-built facility, the CRFA Show will take center stage. The beautiful Direct Energy Centre is located on the grounds of Exhibition Place minutes from the action and glitter of downtown Toronto. This building has all the modern show conveniences: water, electrical and telecommunication ports that are all readily available along with plenty of parking and loading doors.

● **A FLOOR PLAN THAT FITS**

The purpose of a floor plan is to help visitors easily navigate the show, quickly locating products of interest. To encourage this form of shopping, the features of both the Canadian Food & Beverage Show and HostEx will be maintained. The F&B show will contain only **food** and **beverage** products while HostEx will offer the universe of foodservice technology, **equipment**, services, smallwares and other industry necessities.



of Canada's TOP 100 Foodservice Companies Attend the CRFA Show*

*Based on actual representation at previous Canadian Food & Beverage (2007) and HostEx (2006) shows.

● IT'S A BUYERS MARKET

From corporate executives to owner/operators and chefs to purchasing agents, the CRFA Show is a **buyers market** of enormous proportions. Connect with over 17,000 industry professionals from across Canada who are looking for the **next big trend**.

● POWERFUL MARKETING CAMPAIGN

Using the marketing strategy from two successful shows and the strength of a **34,000 membership**, the association's strategic marketing plan will include a variety of enhanced communication vehicles, expanded electronic communications, our largest print campaign, website support, and direct mail to deliver an **audience of buyers**.



Standard Booth
(10'x10')
\$2,225.00 CDN
(plus GST or applicable taxes)

Corner booth with exposure on two sides will be charged an additional \$150.00 per corner.

Bulk Rate
8 or more booths
\$1,975 CDN per booth
(plus GST or applicable taxes)

“The CRFA Show provides a **HANDS-ON** opportunity to see every type of customer, from independents and chain operators to our dealer reps, this is truly an International Show.”

Joe Mulvogue
Owner
Permul Foodservice Equipment Ltd.

“With up to **1,500 BOOTHS**, the CRFA Show will be a major portion of my research and development activities in the coming year.”

Bill Simpson
General Manager
Drake Hotel



SAMPLE
*your products
to a targeted
food and drink
audience*

SUPPORT
*your national
marketing
campaign*

GAIN
*improved
relationships
with suppliers
and industry
buyers*



● **MAKE A CONNECTION**

CRFA Show exhibitors get to: **grow** your business, pioneer new products, enjoy face-to-face sales opportunities, sell to a pre-qualified audience, make cost-efficient sales, attract new customers, receive immediate feedback, reconnect with existing customers and shorten your sales cycle.

● **TORONTO IS HOT!**

Toronto is **cutting edge** hot when it comes to new restaurant concepts, a sizzling bar scene, new culinary temptations, vibrant nightlife, extraordinary shopping, top sports teams and internationally acclaimed theatre. It is the perfect location to host the buyers and sellers attending the CRFA Show.

● **YOUR SUPPORT GOES A LONG WAY**

By supporting the CRFA Show, you directly underwrite the Canadian Restaurant and Foodservices Association government affairs efforts along with its other work in trend analysis, research and services to members. **CRFA** is a non-profit association **dedicated** to enhancing the business environment for Canada's foodservice industry.

● **REACH LIKE NEVER BEFORE**

Canada's foodservice industry is comprised of 11 sectors making it difficult to reach remote independents and corporate executives. The CRFA Show offers unparalleled reach with over 2,000 food service executives attending, over 5,000 owner/operators, 2,000 chefs and 500 purchasing agents all under one roof looking to **enhance their business**.



A WHOLE NEW BALLGAME

CREA Show

marks the beginning of a new era including
*culinary events, cocktail contest, celebrity
speakers, superstar chefs, author's corner
and educational workshops.*



Expand your market and reach Canada's
hospitality industry at these additional shows:



JAN 27-28, 2008 | VANCOUVER BC

Alberta
Foodservice
Show

OCT 28-29, 2007 | CALGARY AB



APRIL 27-29, 2008 | MONCTON NB



Canadian Restaurant and Foodservices Association
316 Bloor Street West Toronto Ontario M5S 1W5

Steve Barber | Vice President, Expositions Edwin Cabural | Exhibits Manager
Natalie Mestnik | Expositions Coordinator Peter Ridout | Sales Coordinator
Tel | 416 923 8416 Toll Free | 1 800 387 5649 Fax | 416 923 6164 Web | www.crea.ca



CRFA Show

TOGETHER AT LAST...THE CANADIAN FOOD & BEVERAGE SHOW AND HOSTEX

March 2-4, 2008 • Direct Energy Centre • Exhibition Place • Toronto, Ontario

USA PAVILION • EXHIBIT SPACE APPLICATION

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

Check if same as above

2 On Site Contact: _____
 Tel: () _____ Cell: () _____

4 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.

5 Booth Requirements. This year we require:

Returning Exhibitors Number of booths _____

New Exhibitors Number of booths _____

6 Special Exhibit Requirements:

_____ Alcoholic Beverage Sampling * _____ Drainage
 _____ Cooler/Freezer Storage _____ Gas
 _____ Deep Fat or Other Frying Methods _____ Water

*Applicable to Wineries, Breweries, Distillers, Licensed Agents and Trade Commissions only

7 Product Sampling
 Will you be sampling food, beverage or alcohol in your booth? yes no
 Please give a brief description of sampling.

IMPORTANT EXHIBIT SPACE INFORMATION



Please submit the application and deposit immediately to guarantee your booth(s) reservation.
 Preference will be given to new applicants on a first come, first served basis.

RATE SCHEDULE

Booth Costs: \$3,150.00 USD

Mail Today with Payment

Please make cheques payable to:

Canadian Restaurant and Foodservices Association
 316 Bloor St. W. Toronto, ON M5S 1W5

Tel: 416.923.8416

Toll Free: 1.800.387.5649

Fax: 416.923.6164

Web: www.crfa.ca

OR

Please Place Our

Deposit of \$3,150.00 USD on:

VISA MasterCard American Express

Card #: _____

Expiration date: _____

Cardholders name: _____

Signature: _____

CRFA OFFICE USE ONLY

Cheque number

Date received

Space number

Dimensions

Booths @ \$3,150.00 = \$

Subtotal \$

Total cost \$

Deposit received \$

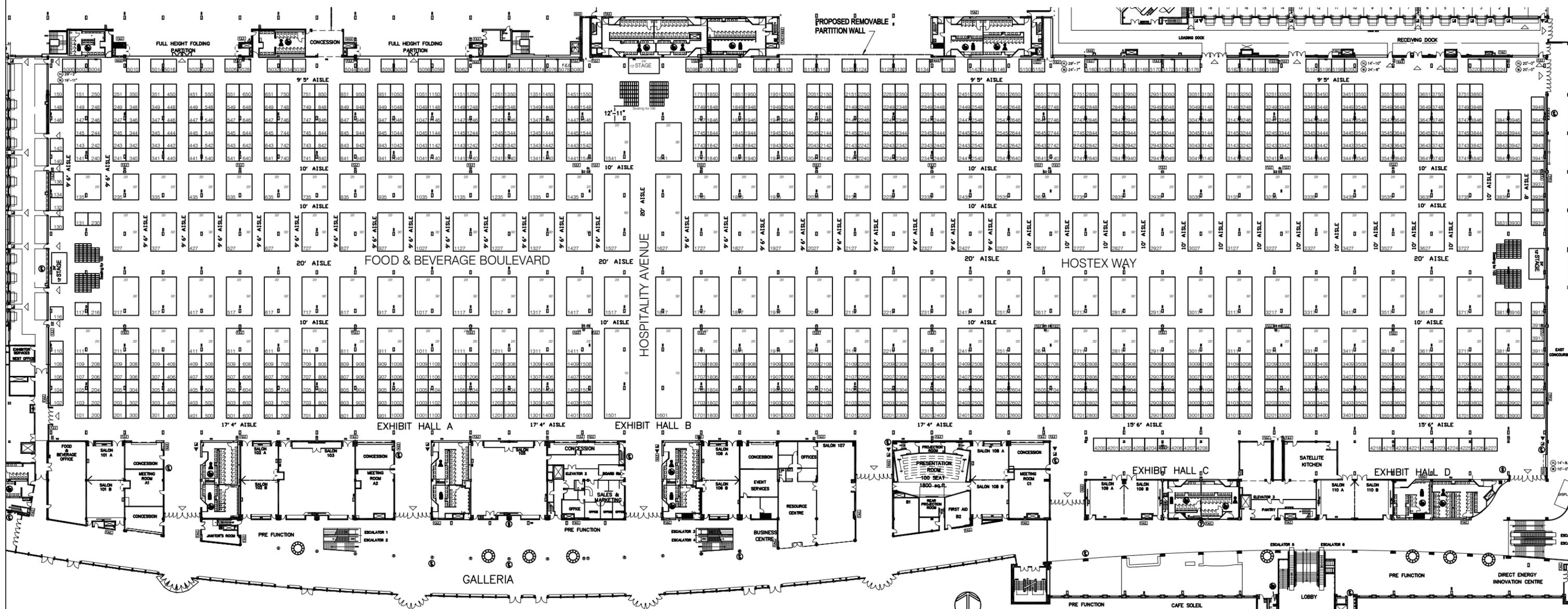
Interim payment \$

Final balance \$

All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

THE CRFA SHOW

MARCH 2-4, 2008



Exhibition Place
Toronto

FOOD & BEV	
SIZE	QTY.
10X10	343
20X20	28
20X30	30
20X60	1
20X70	1
TOTAL	403

HOSTEX	
SIZE	QTY.
10X10	551
20X20	44
20X30	46
20X60	1
20X70	1
TOTAL	643

LEGEND

- PUBLIC FURNITURE
- TELEPHONE
- BANK MACHINE
- INTERNET BOARDS
- NON USEABLE AREA
- WOMEN'S WASHROOM
- MEN'S WASHROOM
- WHEELCHAIR ACCESSIBLE
- COLUMNS
- HOSE VALVE STATION
- OPERABLE PARTITION
- FIRE HOSE CABINET
- FIRE EXTINGUISHER
- FIRE EXTINGUISHER CABINET
- PULL STATION
- FIRE EXIT
- FIREFIGHTERS TELEPHONE
- FLOOR PORT: WATER & DRAIN
- FLOOR PORT: ELECTRICAL
- GAS PORT (ON MOST COLUMNS and along WALLS)

FILE NAME: TOR/DEC/HOSTEX/HOSTEX 2008 20FTB

REVISED: FEB 21/07 PB

ACCOUNT EXECUTIVE: SM

JOB NUMBER: -

SHOW NAME: HOSTEX and CANADIAN INTERNATIONAL

FOOD & BEV. 2008

SHOW DATES: 2008

SHOW LOCATION: DIRECT ENERGY CENTRE

Scale: N.T.S.

DISCLAIMER

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FREEMAN

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TORONTO
DRAFTING & DESIGN



Invitation to Exhibit in the USA Pavilion

Canadian Restaurant & Foodservice Association Trade Show Toronto, Ontario

March 2-4, 2008

- Who Should Attend:** U.S. exporters of food, including catering products; beverages, wines and spirits for the hotel, restaurant and institutional trade
- Why:** This event is the largest foodservice show in Canada, expected to draw approximately 18,000 trade visitors from across the country. This year's event is the joining of two HRI shows, the Canadian Food & Beverage Show and HOSTEX. The U.S. Department of Agriculture (USDA), Foreign Agricultural Service (FAS), will once again work together with show management to organize a USA Pavilion at this USDA-endorsed trade event. Participation will provide exhibitors with access to major buyers from the foodservice industry, as well as many retail buyers.
- The Market:** The United States and Canada have the world's largest bilateral trading relationship. For 2006, total merchandise trade between the two countries reached \$534 billion, translating to more than \$1.5 billion in goods crossing the border every day.
- Canada is the top market for U.S. consumer food products and one that has continued to grow steadily over the past 10 years or so. Canadian purchases of U.S. agricultural products now account for more than 60 percent of total Canadian agricultural imports. In 2006, U.S. agricultural exports to Canada reached a record \$11.9 billion, accounting for 17 percent of U.S. agricultural exports worldwide.
- Best Prospects:** Healthy, convenient food options; organic foods; soy and whole grain products; sauces and salad dressing; ethnic and kosher foods; value-added fish and seafood; snacks; exotic fruits and vegetables; and value-added produce items.
- Booth Package:** A 10x10 foot hard wall booth is \$3150, which includes a 10x 10-foot square booth with carpet, fascia board with company name, two stools, one 1mx42 inch high white display counter, lighting, one 800-watt duplex electrical outlet, wastebasket, daily booth cleaning, a listing in the show directory, exhibitor passes, and 10 complimentary registrations.
- USDA Contacts:**
- | | |
|---|--|
| Marilyn Bailey (USDA/FAS)
Office of Agricultural Affairs
American Embassy, Ottawa
Tel: 613-688-5266
Email: marilyn.bailey@usda.gov | Sharon Cook (USDA/FAS)
Overseas Trade Support Group
Washington, D.C.
Tel: 202-720-3425
Email: sharon.cook@usda.gov |
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For more information on the show, please visit: <http://www.crfca.ca/tradeshows/crfashow/>