



ATLANTIC CANADA'S PREMIER FOODSERVICE & HOSPITALITY SHOW

APRIL 15-16, 2012

Exhibition Park
Halifax, Nova Scotia

ApEx is one of Atlantic Canada's most influential restaurant, foodservice and hospitality events. It's the perfect place to exhibit your products and services to top industry professionals, who come to discover a marketplace of fresh ideas.

As an ApEx exhibitor, you have the freedom to sample and display any products you want. The show provides the perfect opportunity to promote your food and beverage products, technology, equipment and key service solutions to East Coast foodservice customers old and new.

In addition to tasting, testing and sampling your products, attendees are treated to expert seminars, unique show features and chef demonstrations that showcase the very best in Atlantic Canada's culinary scene.

RESERVE YOUR PLACE TODAY!

EXHIBITING INFO

Standard booth: **10' x 10'**

Booth rate: **\$1,325 + HST**

Corner booth rate with exposure on two sides:
\$100 + HST per corner

Each booth space includes:

- 8' back draping
- 3' side draping
- Material handling/drayage
- Complimentary exhibitor badges
- Show Guide listing
- Free booth vacuuming
- Complimentary VIP attendee registration
- Complimentary refrigeration/freezer storage

Please note: Floor covering is mandatory (and not included in the booth fee).

Payment: A deposit of \$1,325 plus HST must be received with each completed application.

Space Allocation: Returning exhibitors must commit to the show prior to November 4, 2011, to maintain their existing Halifax location. Booths for all new exhibitors will be allocated in the order in which they are received, so act now.



A Show that Delivers Fresh Ideas:

66% of ApEx attendees are senior-level decision makers

82% come to see new products and meet suppliers, 76% to pick up new ideas

76% purchased or reviewed food products and equipment



85% said they would recommend the show to industry colleagues

Source: Attendee and Exhibitor Surveys, and Registration Audit, 2011

The ApEx show gives us a terrific opportunity to meet our regular customers and identify many new ones. ApEx will continue to play a key role in our sales plans.

Tony Taylor, Taylor Agencies, Moncton