



**October 28-29, 2018**  
**The International Centre, Hall 5**  
**Mississauga, Ontario**  
[www.crbshow.ca](http://www.crbshow.ca)

***"The Most Unique and Interactive Foodservice Industry Show in Canada"***



**FOOD**



**BEVERAGES**



**TECHNOLOGY**



**EQUIPMENT**

**SUPPORTING SHOW PARTNERS:**



**2018 CANADIAN RESTAURANT & BAR SHOW (CR&B) – EXHIBITOR PROSPECTUS**

Become an exhibitor of the 2018 CR&B Show and directly connect with foodservice industry owners, operators, managers and chefs through the most creative and impactful show sponsorship program. For further details, please visit [www.crbshow.ca](http://www.crbshow.ca)

**To book your booth space, please contact: Edwin Cabural, Director of Sales, CR&B Show**  
**416-512-8186 x 265 | [edwinc@mediaedge.ca](mailto:edwinc@mediaedge.ca)**

[www.crbshow.ca](http://www.crbshow.ca)

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**MediaEdge**

Official CR&B Show Media Products:

Canadian  
Restaurant &  
Foodservice News

**RESTOBIZ RESTOBIZ BYTES**

## WELCOME TO THE 2018 CANADIAN RESTAURANT & BAR (CR&B) SHOW!

### Welcome to the 2018 CR&B Show!

The Canadian Restaurant & Bar (CR&B) Show will provide foodservice industry owners, operators, managers and chefs a unique, interactive, informative and entertaining show experience unlike any existing foodservice industry event in Canada. This revolutionary event was developed by the industry, for the industry and our sincere thanks goes out to the many industry professionals whose vision and ideas will become a reality on Sunday, October 28 and Monday, October 29, 2018 at the International Centre in Mississauga.

There are dozens of reasons why the CR&B Show was established, but our overarching mandate is to provide support and tangible content to the entire foodservice industry in Canada in order to help make it as vibrant and successful as possible. Our unique show features and educational content were developed for ALL types of foodservice establishments including:

- Independent and Chain Restaurants
- Pubs, Bars and Cafes
- Sports Bars and Nightclubs
- Accommodation (Hotels, Motels, Casinos, Lodges, Inns and more)
- Institutional (Universities, Colleges, Airports, Healthcare)
- Recreational (Casinos, Tourist Attractions, Sports Arenas, Museums, Banquet Halls, Golf Clubs, Amusement Parks)
- And More...

Every delegate will receive significant benefit from attending, regardless of their facility type and job description. We are very fortunate that our vision is also shared by a number of North American foodservice industry associations who are behind the CR&B Show as Supporting Industry Partners. These show partners are as dedicated to their members and industries as the CR&B Show is and together we will help foodservice owners, operators, managers and chefs be as successful as possible.

Supporting Show Partners:



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## ABOUT THE CR&B SHOW PARTNERS:



The goal of the Culinary Federation is to unite chefs and cooks across Canada in a common dedication to professional excellence. The Culinary Federation (CF) was founded in 1963 and incorporated in Ottawa as a non-profit association in 1972. Since its inception, the federation has enjoyed a deep and long-standing tradition as Canada's true representation of the professional chef and cook.

Throughout its history as Canada's largest federally chartered professional chefs' organization, the name of the federation has undergone several changes to recognize the chef's continually changing role in the kitchen and education. From 1963-1982 the organization was called the Canadian Federation of Chefs de Cuisine. When the importance and role of the professional cook was recognized, the name was changed to Canadian Federation of Chefs & Cooks. In 2003, when "inclusion" was the buzzword, it became necessary to recognize other competencies in culinary arts without forsaking the basic food preparation skills of a qualified cook, baker or pastry cook.

Membership in the Culinary Federation is available to any and all persons who actively seek and involve their career paths as a Cook Apprentice, Journeyman Cook, Professional Chef/Cook or Culinary Professional. The Federation is a federally chartered, not for profit organization, and is managed by a member elected board of directors. Its membership is derived from Regional and City Branches who maintain their affiliation with the CF by way of the charter and acceptance of National Bylaws. The business of the CF is presented at recognized annual conferences open to all members, invited guests and persons or organizations associated with the hospitality industry.

*For more information, please visit [www.culinaryfederation.ca](http://www.culinaryfederation.ca)*



Established by Barbara Tropp and seven pioneering women chefs and restaurateurs, WCR is an active resource for women seeking to advance culinary education and gain recognition in various areas of the food and beverage industry. Through invaluable experiences and opportunities, WCR helps leverage the voice of talented women, helping to elevate their position while building a strong connection of industry peers. These connections have influenced the careers of many notable chefs today.

Women Chef and Restaurateurs is an incredible resource for connecting women in all areas of the food and beverage business. By creating experiences that educate and inspire, WCR brings together women of the culinary arts building a strong network among industry peers. Many WCR members credit their career evolution to their WCR membership, including TV personality Elizabeth Falkner, and past WCR Secretary and Restaurateur Kathleen Blake, owner of The Rusty Spoon in Orlando, Florida. In establishing WCR, our founders gave women in the culinary industry a platform to join forces professionally, magnify their collective voice, and elevate the position and recognition of the women in this dynamic and diverse world of hospitality. Become a WCR member and enter a world of Chefs, Sommeliers, Restaurateurs, Manufacturers, Farmers and Industry Executives who unite to promote women in all areas of the culinary world.

*For more information, please visit [www.womenchefs.org](http://www.womenchefs.org)*



ORHMA is dedicated to fostering a positive business climate for Ontario's hospitality industry, while providing value-added services to its members.

The Ontario Restaurant Hotel & Motel Association (ORHMA) is the largest provincial hospitality association in Canada. With over 4,000 members, representing more than 11,000 establishments across the province, the ORHMA is uniquely positioned to represent the issues that most impact your business.

ORHMA represents the industry's interests at both the Provincial and Municipal levels of government. Through our specialized in-house government relations experts, our provincial Board of Directors and our local Regional Boards, the Association provides pertinent and timely advice on industry-specific issues to politicians across the province.

The Association's dedicated and professional Membership Team provides ORHMA members with meaningful cost-saving programs and unique educational services. These resourceful programs not only improve the bottom line for our members, but also enhance their operating standards.

*For more information, please visit [www.orhma.com](http://www.orhma.com)*



Nightclub & Bar Show is North America's most influential gathering of bar and nightlife professionals. Annually, for 30+ years more than 36,000 professionals gather from across the U.S. and 50+ other countries to learn, network and grow the industry. The 2019 Nightclub & Bar Show will host 600+ exhibitors and sponsors on their innovative Expo floor and at venues throughout the city of Las Vegas, dynamic keynoters plus hundreds of the industry's leading experts in its comprehensive conference program, and an unparalleled nightlife lineup.

The Canadian Restaurant & Bar Show is proud to announce that it has formed a partnership with Nightclub & Bar Show and that the Nightclub & Bar Show Experience will be an important part of the 2018 Canadian Restaurant & Bar Show programming. The Nightclub & Bar Show Experience consists of a series of beverage-oriented educational sessions and roundtable discussions delivered by many recognizable industry experts and leaders. The Nightclub & Bar Show Experience will bring to the 2018 Canadian Restaurant & Bar Show, a unique and informative educational and interactive experience unlike any other event in Canada.

*For more information, please visit [www.ncbshow.com](http://www.ncbshow.com)*

## 2018 CR&B SHOW SCHEDULE:

### Friday, October 26, 2018

- Exhibitor Move-in (8:00 am – 5:00 pm)

### Saturday, October 27, 2018

- Exhibitor Move-in (8:00 am – 5:00 pm)
- Taste of Toronto "Dine-a-Round" (5:00pm – 11:00pm)

### Sunday, October 28, 2018

- Education Sessions and Panel Discussions (9:00am – 11:00am)
- Trade Show Floor Hours (11:00am – 5:00pm)
- Special Presentations and Private Meetings (11:00am – 3:00pm)

- CR&B Show Opening Reception (5:00pm – 8:00pm)
- Private Receptions and Special Events (8:00pm and onward)

### Monday, October 29, 2018

- CR&B Show – Industry Breakfast & Awards (8:30am – 10:45am)
- Trade Show Floor Hours (11:00am – 5:00pm)
- Special Presentations, Private Meetings and Education Sessions (10:00am – 3:00pm)
- Private Receptions and Special Events (5:00pm and onward)
- Exhibitor Move-out (5:30pm – 10:00pm)

## CR&B SHOW - SPECIAL FEATURES & PAVILIONS:

There are numerous reasons why the CR&B Show is unique, including our impressive array of special features and on-floor pavilions. These show features will provide attending delegates with a more intimate and interactive show experience while increasing exposure and traffic to your booth space. Our sincere thanks go out again to many foodservice industry professionals who helped the CR&B Show recognize what attending delegates want as their preferred show experience. Below are samples of the CR&B Show special features and pavilions:

- Food, beverage, equipment and technology onsite purchasing via promoted "Show Specials"
- Industry Partner Pavilions; CF - Culinary Federation, WCR - Women, Chefs & Restaurateurs, ORHMA – Ontario Restaurant Hotel & Motel Association and NC&B - Nightclub & Bar Show
- On-floor Kitchen – The CR&B Show is bringing the "Back of House" to the actual show floor. The kitchen will be set up to profile a wide array of equipment that will be used to prepare food samples for CR&B Show exhibitors. This "Open Kitchen" set-up will allow show attendees to see all of the action as thousands of items are prepared over the course of the show
- Cooking stage – Demonstrations, Competitions and Mixology Pairings
- Butcher Shop and Demonstrations
- Wine, Spirits, Beer and Cider Retail Store – show attendees can actually sample products and then purchase them or order them onsite
- Bar and Nightclub feature areas – new menu, décor, design ideas and inspirations
- CR&B Show National Mixology & Flair Bartending Competition
- Chef Book Signings
- Knife Sharpening
- Professional Photography Booth (wardrobe and accessories available)
- Recruitment and Onsite Interviews (job fair)
- Canadian Restaurant & Foodservices News (CRFN) magazine and [www.RestoBiz.ca](http://www.RestoBiz.ca) Lounge – this feature area will provide attendees with an opportunity to recharge their cell phones, receive a massage, engage in industry research, network with industry peers and relax for a few minutes between booth visits
- Many additional activities will occur throughout the show, stay tuned for more details!

## THERE ARE MANY REASONS WHY YOUR COMPANY SHOULD BE A 2018 CR&B SHOW SPONSOR AND EXHIBITOR WHILE ALIGNING YOUR ORGANIZATION WITH CANADA'S MOST UNIQUE AND INTERACTIVE SHOW FOR FOODSERVICE PROFESSIONALS:

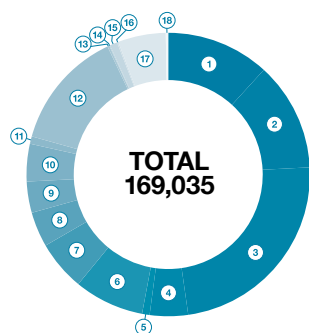
- Complimentary booth space - included in many sponsor packages
- Reach tens of thousands of foodservice industry buyers across Canada through on-going company and product promotions before, during and after the CR&B Show – please see the significant array of sponsor entitlements that comprise each sponsor package in the CR&B Show Sales Prospectus
- Drive additional traffic to your booth space
- Increase company and brand awareness through customized pre-event marketing programs
- Participate in education sessions and panels
- Coordinate private meetings and demonstrate new offerings
- Demonstrate your industry leadership position by supporting the CR&B Show
- Sell your products before, during and after the show - via CR&B Show Specials
- Host clients via the CR&B Show "Client VIP Program"
- Take advantage of special marketing packages and discounts offered for CRFN magazine, [www.restobiz.ca](http://www.restobiz.ca) website and RestoBizBYTES e-newsletter
- Offer food and beverage samples and demonstrate your offerings
- Meet new customers
- Conduct research for business planning, marketing and sales strategies



## THERE ARE MANY REASONS WHY THE CR&B SHOW IS UNIQUE:

- The CR&B Show will be promoted to nearly 170,000 foodservice establishments in Canada (see breakdown below)
- Show attendee prospects can order products offered as “Show Specials” prior to and after the CR&B Show
- Attending Show delegates can actually purchase products onsite from participating vendors
- All CR&B Show delegate prospects will receive ongoing promotions of all Show Specials offered by suppliers - well in advance of the show and after the event
- All CR&B Show attending delegates will receive a Show Special booklet at the registration desk that allows them to identify which suppliers are offering Show Specials, the details of the specific items offered and their booth space number/location on the trade floor
- All exhibitors offering Show Specials will be identified on show pre-event promotional materials, the show website, show guide, show APP and through identification on the trade show floor
- Attendees will experience first-hand a number of interactive feature areas and pavilions that will provide new ideas, areas of inspiration, fun and to conduct business
- Several foodservice industry associations are actively involved with the CR&B Show and are helping to dictate its content and overall format
- CR&B will provide multiple ways for suppliers and attendees to engage in order for ideas to be exchanged and so business transactions can occur
- Prior to the actual CR&B Show, we will provide numerous ways to strategically and actively promote our valued show sponsors and exhibitors to nearly 170,000 Canadian foodservice professionals
- Customized pre and post event promotional marketing campaigns, including outbound calls to foodservice professionals, can be created for all supporting exhibitors and sponsors
- CR&B will provide programs and mechanisms for supporting vendors to measure their show ROI
- The exhibit floor will be designed in a free flowing format where various products and services will be positioned next to each other. In other words, food, beverage, equipment, technology and service providers will be positioned next to each other throughout the entire floor and not isolated to a specific area. This provides a more engaging opportunity for a show attendee to walk from booth to booth to see, sample and touch numerous types of foodservice industry products and services as they walk down each row of booths

## THE CR&B SHOW WILL BE ACTIVELY AND STRATEGICALLY PROMOTED TO NEARLY 170,000 FOODSERVICE ESTABLISHMENTS IN CANADA!



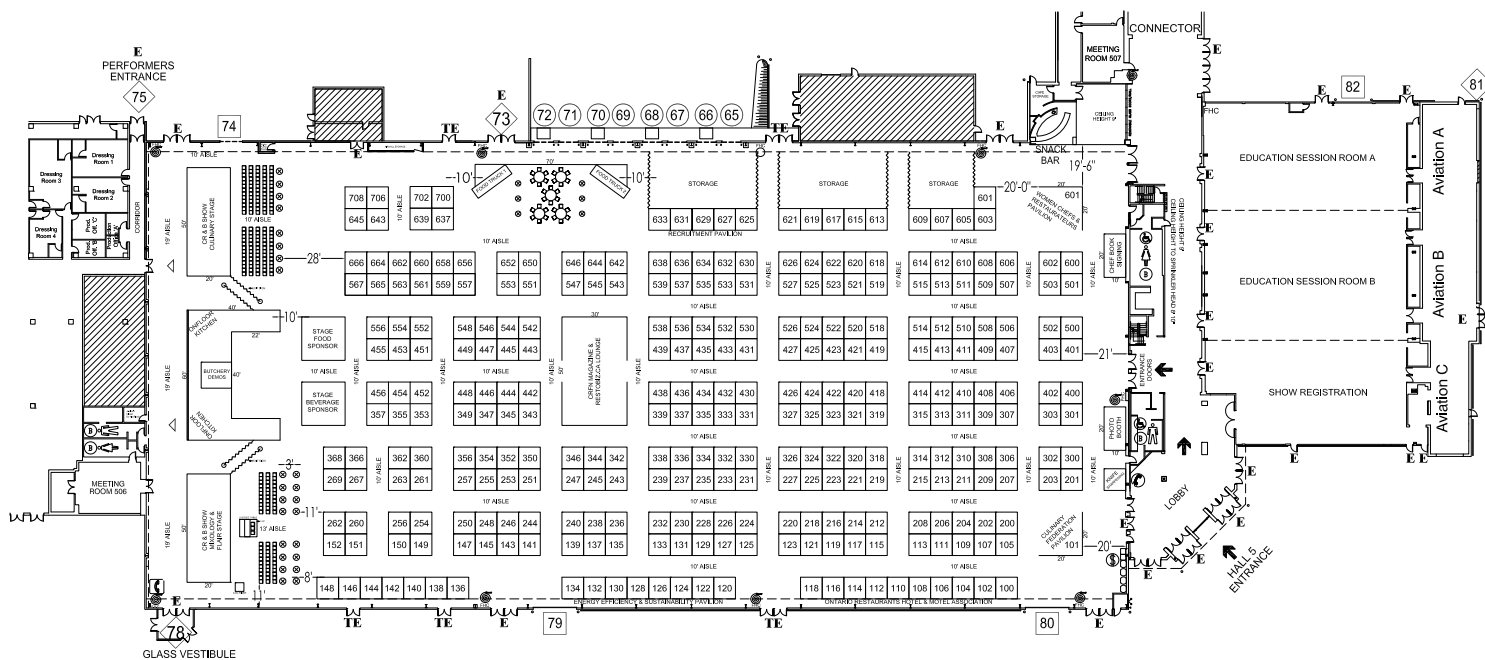
1	19,917	Quick Service Restaurant – Independent
2	20,981	Quick Service Restaurant – Chain
3	39,813	Full Service Restaurant – Independent
4	7,370	Full Service Restaurant – Chain
5	1,453	Restaurant Chain – Headquarters
6	13,491	Drinking Places
7	9,658	Restaurant – General
8	6,753	Accommodation Foodservice
9	6,015	Institutional Foodservice

10	7,230	Recreation and Related Industries Foodservice
11	1,434	Contract, Social Caterers
12	23,012	Food and Beverage Stores
13	365	Foodservice – Building Services
14	154	Foodservice – Manufacturer
15	1,446	Foodservice – Miscellaneous
16	253	Foodservice – Wholesaler / Distributor
17	9,214	Foodservice – General
18	474	MEC Advertiser

# CANADIAN RESTAURANT & BAR (CR&B) SHOW 2018 - FLOORPLAN

**October 28-29, 2018**  
**The International Centre, Hall 5**  
**Mississauga, Ontario**  
[www.crbshow.ca](http://www.crbshow.ca)

## INDUSTRY SHOW PARTNERS:



To book your booth space or if questions exist, please contact:  
 Edwin Cabural, Director of Sales, CR&B Show  
 416-512-8186 x 265 | [edwinc@mediaedge.ca](mailto:edwinc@mediaedge.ca)

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## CONTRACT FOR EXHIBIT SPACE

**October 28 & 29, 2018**  
**The International Centre, Hall 5**  
**Mississauga, Ontario**  
**www.crbshow.ca**

### For Office Use

Booth(s) Assigned: \_\_\_\_\_  
Square Ft: \_\_\_\_\_  
Booth Cost: \$ \_\_\_\_\_  
Corner(s) Fee: \$ \_\_\_\_\_  
HST (13%): \$ \_\_\_\_\_  
Total (CDN): \$ \_\_\_\_\_

*This Agreement for exhibit space at the event ("Show") is made between MediaEdge Communications ("Show Management") and the company listed below ("Exhibitor"):*

Exhibiting Company Name (EXACTLY AS IT IS TO APPEAR IN SHOW GUIDE & WEBSITE LISTINGS):

Address 1 \_\_\_\_\_  
Address 2 \_\_\_\_\_  
City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_  
Key Contact \_\_\_\_\_ Direct Phone \_\_\_\_\_  
Title \_\_\_\_\_ Email \_\_\_\_\_ Cell \_\_\_\_\_  
Booth Choice #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ Booth Size \_\_\_\_\_

### PAYMENT INFORMATION

☐ Cheque ☐ Credit Card  
☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS  
Card Number \_\_\_\_\_  
Expiry Date \_\_\_\_\_ CVV Code \_\_\_\_\_  
Name of Cardholder \_\_\_\_\_  
Amount (CDN) \$ \_\_\_\_\_  
Signature \_\_\_\_\_

### EXHIBIT DESIGN GUIDELINES:

In order to maintain high quality exhibits and the overall appearance of the CR&B Show, all exhibits must feature backwalls of a "hardwall" or "pop-up" nature. Curtains will only exist for masking purposes. (Hanging banners from the curtains or otherwise relying on the drape for your backdrop is prohibited). Your backwall and its contents must not exceed 8 ft. Sidewalls may be up to 8 ft., but only if located 3 ft. from the backwall – after which they must taper or drop to 3 ft. Do not obstruct your neighbours! Please note that there is an 8 ft. height limitation on the display and equipment for all single and double in-line booths, unless authorized prior to the show by show management. Display rules for multiple and perimeter booths will be included in the Exhibitor Service Manual.

**I accept the terms and conditions herein and acknowledge 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** \_\_\_\_\_

### SEND CHEQUES PAYABLE TO:

CR&B Show c/o MediaEdge Communications Inc.  
Attn: Rita Grossi  
5255 Yonge St. Suite 1000, Toronto, ON M2N 6P4  
Phone: 416-512-8186 Fax: 416-512-8344

### EXHIBIT SPACE RATES (PER 10' X 10' BOOTH IN CAD DOLLARS PLUS TAX):

	*Member Rate	Non-member Rate
1-4 booths (100 sq. ft.)	\$2,100/booth	\$2,300/booth
5-8 booths (100 sq. ft.)	\$2,000/booth	\$2,200/booth
9+ booths (100 sq. ft.)	\$1,900/booth	\$2,100/booth
Corner(s) Rate:	\$200	\$200

### PAYMENT SCHEDULE:

50% due with this Contract  
Balance of 50% due by August 28, 2018  
100% balance due for all bookings after August 28, 2018

### 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 space fees remain 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 show to an alternate location than designated herein. Such relocations shall not relieve the exhibitor obligations. The exhibitor agrees to carry a minimum of \$5,000,000 commercial general liability insurance, naming MediaEdge Communications Inc. as additional insureds for the duration of the show from move-in through move-out. The exhibitor agrees to conduct all business at the show in accordance with the Occupational Health and Safety Act as outlined by the appropriate Provincial Ministry of Labour.

**Questions? Please contact Chuck Nervick at [chuckn@mediaedge.ca](mailto:chuckn@mediaedge.ca) or 416-512-8186 x227**