



**FOR IMMEDIATE RELEASE: CPMA's 2012 Trade Show Has Sold Out Once Again!**

**OTTAWA, ON, January 2012** – Having already sold out once and expanding to meet demand, exhibit spaces at the Canadian Produce Marketing Association's (CPMA) 87<sup>th</sup> Annual Convention & Trade Show, to be held in April 2012 in Calgary, Alberta, have officially and completely **sold out!** CPMA will now accept exhibit applications for the waiting list.

CPMA's annual Convention & Trade Show is produced in a cyclical fashion, visiting the same four cities (Montréal, Calgary, Toronto and Vancouver) across Canada every four years. As it takes on a different theme and attracts a variety of participants, the overall sustained development of the show, year after year, continues to be positive.

CPMA's Trade Show, welcomes a dynamic blend of exhibitors and attendees who are active within the Canadian fruit and vegetable marketplace. The show offers a comfortable and distinctive blend of business, networking, development and educational opportunities and boasts an exceptional exhibitor satisfaction rate.

CPMA is committed to delivering quality exhibitors and attendees, bringing key buyers to the trade show floor where over 26% of total attendance represents retailers, wholesalers and foodservice. CPMA is careful to measure the growth of the show so as to avoid producing an event that is too big and commercial. Instead, the conference values the intimate and friendly environment that they've managed to create on the trade show floor for exhibitors and attendees alike.

**About CPMA's 87th Annual Convention and Trade Show**

We invite you to join us for the 87th Annual Canadian Produce Marketing Association Convention & Trade Show at the Stampede Park BMO Center in Calgary, where the foothills meet the Rocky Mountains, April 11-13, 2012. For more information, including exhibit wait list applications and delegate registrations, please visit [www.convention.cpma.ca](http://www.convention.cpma.ca) or contact Natalia Kaliberda, Manager, Trade Show and Events at [nkaliberda@cpma.ca](mailto:nkaliberda@cpma.ca) or (+1) 613-226-4187 x223.

**About the Canadian Produce Marketing Association**

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and fresh vegetables in Canada, from the farm gate to the dinner plate. CPMA's vision is to enable and lead the produce industry by enhancing the market and facilitating trade of fresh fruits and vegetables for its more than 760 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada. For more information, please visit [www.cpma.ca](http://www.cpma.ca).

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