



FOR IMMEDIATE RELEASE

CPMA's 2012 Trade Show has sold out early; additional exhibit spaces added to meet continued demand

OTTAWA, ON, July 2011 - The Canadian Produce Marketing Association's (CPMA) 86th Annual Convention & Trade Show, held in April of this year at the Palais des congrès de Montréal in Montréal, Canada, proved itself to be the pre-eminent event of its kind in Canada. The success of the CPMA Trade Show is poised to continue as, with more than nine months to go, the 87th annual edition to be held in Calgary, Alberta in April of 2012, has already **sold out!** CPMA will add exhibit spaces to meet the continued demand.

CPMA's Trade Show, which welcomes exhibitors who are active within the Canadian fruit and vegetable marketplace, offers a distinctive blend of business, networking, development and educational opportunities while attracting a wide variety of attendees. The intimate style of the event offers a unique environment to grow business and relationships in a comfortable, friendly and familiar atmosphere.

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. Balance is important and, to that end, CPMA is careful to measure the growth of the show so as to avoid producing an event that is too big and commercial and instead, values the intimate and friendly environment that they've managed to create on the trade show floor for exhibitors and attendees alike. CPMA's 2011 Exhibitor Survey results show a more than 94% rate of satisfaction among exhibitors in terms of CPMA's efforts to draw valuable traffic on their behalf while over 84% were satisfied with the volume and quality of traffic.

"With interesting exhibitors and an exciting business and social program, this event is not to be missed," says CPMA's Calgary Convention Co-Chair John Lancaster of Sysco Calgary. Lancaster's co-chair, Brian Hampton of The Produce People, echoed his enthusiasm saying, "The CPMA Convention and Trade Show continues to be a unique opportunity to bring industry leaders together to network one on one with colleagues and potential partners, on a local, national and international level".

CPMA's 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 as both exhibitors and attendees in each case, the overall sustained development of the show, year after year, continues to be positive. Although the 2012 Trade Show in Calgary is **sold out**, there is still time to seize the opportunity to exhibit in Canada's largest produce event as spaces are added, for a limited time and only as available, to accommodate demand from exhibitors.

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. More information, including exhibit reservations and delegate registrations, is available at www.convention.cpma.ca. For more information about CPMA's Trade Show, please contact Natalia Kaliberda, Manager, Trade Show and Events at 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 representing companies that are active in the marketing of fresh fruits and vegetables in Canada from the farm gate to the dinner plate. CPMA members include major grower/shippers/packers/marketer, importer/exporters, transportation, brokers, distributor/wholesalers, retailers, fresh cuts and foodservice distributors/operators, processor integrating all segments of the fresh produce industry. CPMA is proud to represent over 760 international and Canadian members who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is funded by the industry through voluntary membership and various services, activities and sponsorship programs. For more information about CPMA, please visit www.cpma.ca.

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