

# ATTENDEE REGISTRATION INFORMATION

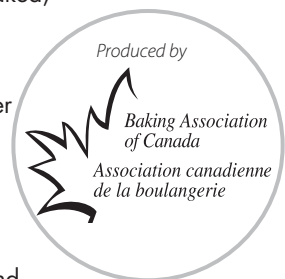
may **16-18**

**INTERNATIONAL CENTRE  
MISSISSAUGA, ON CANADA**

6900 Airport Rd (Airport Rd & Derry)  
Toronto, Mississauga, ON, Canada

## **At Canada's national baking trade show and convention event**

- Join 4,250 industry professionals including retail, in-store, foodservice and wholesale bakers
- Visit the trade show with over 100,000 sq ft. of exhibits including ingredients, equipment, services, technology and baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve)
- Two exciting contest features with a total of \$17,000 in prizes:
  - Decorative Bread Contest – produced by the BAC Ontario Chapter
  - NEW – Canada's National Wedding Cake Competition
- Expanded New Product Showcase – FREE to all attendees
- Network at the event including social functions
- Held every other year, it is THE place to see the best, the newest and your favourite products, ingredients, equipment, services and technology
- NEW lower admission rates for baker/retailer/foodservice – FREE Tuesday!



**NEW LOCATION! • FREE PARKING!**

**To keep your business successful, it's important to stay on top of what is happening in the baking industry. Bakery Showcase 2010 provides a host of opportunities to source new suppliers, discover new trends and products through the always popular and expanded new product showcase and exhibits.**

## NEW PRODUCT SHOWCASE

*(Free for all Attendees!)*

Looking for the latest products, ingredients, equipment, technology and/or services? Let the New Product Showcase, which features multimedia presentations by Showcase exhibitors be one of the first steps in your quest for information. Check out the companies listed in the New Product Showcase Program provided separately.

## THREE DAYS OF TRADE SHOW

With more than 100,000 sq ft of exhibits, the trade show floor is the place to be to see the products in action and meet the people behind them. For just three days you will have the opportunity to be face-to-face with the people who truly understand your business.

Visit the trade show floor to see unlimited possibilities in ingredients, equipment, services, technology, baked goods (fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve) and much, much more!

## DECORATIVE BREAD CONTEST

— produced by BAC's  
Ontario Chapter



Decorative bread has a long rich history and is currently enjoying a comeback amongst bakers. This year's competition features both professional and student competitions and a total of \$9,000 in prize money. Participate as a competitor or just come and see what others have created.

For rules and entry information go to <http://www.baking.ca/bakeryshowcase/attendingdetails.html>

## NEW CANADA'S NATIONAL WEDDING CAKE COMPETITION

Artistry is the cornerstone of the baking industry and while featured in many ways it is best highlighted through the creativity of wedding cakes. Canada's National Wedding Cake Competition will bring together both professional and student wedding cake designers from across the country. In addition to \$8,000 in prize money competitors will also be competing for national bragging rights.



For rules and entry information go to <http://www.baking.ca/bakeryshowcase/attendingdetails.html>

## BAC ANNUAL GENERAL MEETING

**Sunday May 16 9:00am – 10:00am**

*(BAC Members Only)*

The annual meeting of members provides a review of the Association's activities over the past year as well as direction for the future.

## WELCOME RECEPTION

**Sunday May 16 5:00pm – 6:30pm**

*(Free Admission, Cash Bar)*

Before heading off for dinner, join us at this reception to relax and converse with friends and colleagues.

# HOTEL INFORMATION

**Bakery Showcase 2010** is pleased to have designated the **Holiday Inn Toronto International Airport** as its headquarter hotel

## ROOM RATE:

**\$110.00 (Cdn)** Single/Double plus taxes and fees

Promotional Code: BAK (Bakery Showcase 2010 group rate). Cutoff date for the special room rate is April 30, 2010

## ADDRESS:

### **Holiday Inn Toronto International Airport Hotel**

970 Dixon Rd, Toronto, ON M9W 1J9  
Tel: 416-675-7611  
Fax: 416-675-0305

**For Reservations call 1-800-524-8436**

**WEB-SITE:** <http://tinyurl.com/yjlaym8>

For your convenience and to avoid typos when keying in a long URL we have provided a shorter version. The group rate code **BAK** should already be entered in the Rate Preference section.

## HOTEL SHUTTLE

There will be a complimentary shuttle service to and from the International Centre during the show dates (May 16-18).

## NOTES:

- Hotel reservations should be made directly with the hotel
- When contacting the hotels, please ensure that you indicate you are attending Bakery Showcase 2010 so that the proper rate will be quoted
- The hotel cannot guarantee the special BAC/Bakery Showcase room rate after the cutoff date
- Book your rooms early! The hotel has advised that popular nights such as Saturday and Sunday fill up quickly.

## TRAVEL & TOURISM INFORMATION

If you are planning on enjoying the sights and sounds of Toronto or Ontario you may find the following tourism contacts useful:

WELCOME TO  
**ONTARIO**  
CANADA

**Ontario Ministry of Tourism**

[www.ontariotravel.net](http://www.ontariotravel.net)

1-800-ONTARIO (668-2746)

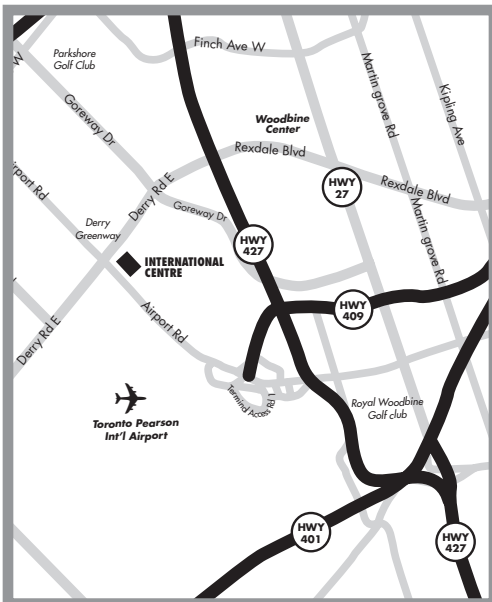
**Toronto**  
unlimited

**Tourism Toronto**

[www.torontotourism.com](http://www.torontotourism.com)

1-800-499-2514

416-203-2600



DAY	REGISTRATION AREA HOURS OF OPERATION	SCHEDULE OF ACTIVITIES			
		SEMINARS		TRADE SHOW	EVENING ACTIVITIES
<b>Sunday May 16</b>	8:00 am – 5:00 pm	9:00 am <b>BAC AGM</b> (Members Only)	<b>New Product Showcase</b> 10:30am – 12:00 nn (Free to all Attendees!)	12:00 nn – 5:00 pm	<b>Welcome Reception</b> 5:00pm – 6:30pm International Centre
<b>Monday May 17</b>	9:30 am – 5:00 pm	<b>New Product Showcase</b> 10:30am – 12:00 nn (Free to all Attendees!)		12:00 nn – 5:00 pm	
<b>Tuesday May 18</b>	9:30 am – 5:00 pm	<b>New Product Showcase</b> 10:30am – 12:00 nn (Free to all Attendees!)		12:00 nn – 5:00 pm	

To register for Bakery Showcase 2010 please use the enclosed registration form or visit [www.baking.ca](http://www.baking.ca) to register online.



**Bakery Showcase 2010** is produced by the Baking Association of Canada (BAC), the industry association representing Canada's \$5 billion baking industry. BAC's mandate is to further the interests of Canadian retail, in-store and wholesale bakers through advocacy and effective programs at the regional and national level.

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Tel: 905-405-0288 or Toll free in North America 1-888-674-BAKE (2253)

Fax: 905-405-0993 • E-Mail: [info@baking.ca](mailto:info@baking.ca) • Web-Site: [www.baking.ca](http://www.baking.ca)