



## Exhibitor / Vendor Workshop and Hospitality Suite

Tuesday May 7<sup>th</sup> – The Terrace  
PrairieLand Park Saskatoon 2:30 – 6:30 PM

*Join us for an afternoon of learning, collaboration, and networking. We will be offering 2 dynamic sessions that are sure to increase sales, reduce expenses and drive those elusive dollars to your bottom line.*

### Enhance your Tradeshow Experience

**Sometimes overlooked, but equally important, is the exhibitor experience.**

This session will give you insights on how to utilize social media before you setup your booth, during the show and after teardown to maximize revenues.

As well, you will learn to prioritize innovation and efficiency in booth design, allowing you to showcase your products and services effectively within the allocated space, fostering meaningful connections with attendees and potential clients.

### Emerging Trends with Jay Ashton

#### Food and Beverage Service & Artificial Intelligence



Please join us for an informative workshop on leveraging AI in the foodservice industry. This session, led by Jay Ashton, Brand Activation Manager for Sysco Canada, will delve into the emerging trends in AI and how they can be applied in a restaurant or hotel setting for efficient execution of feature menus. As seating is limited, we request that you RSVP at your earliest convenience.

#### About Jay:

With a remarkable career in the hospitality sector spanning over 33 years, Jay Ashton is a renowned Brand Activation Manager at Sysco Canada. Known for his exceptional prowess in developing foodservice strategies, innovative marketing tactics, and engaging events, Jay has been integral to the transformation of brands over the past 19 years. Jay is a prominent figure in the Canadian foodservice industry, holding recognitions as one of the 50 Most Successful Personalities Globally and Canada's Top Foodservice Influencer.

### Hospitality Suite

4:30 – 6:30 PM

We would like to express our sincere gratitude for your contribution to the success of the Food & Beverage Expo. To extend our appreciation, we cordially invite you to join us at the “Exhibitor Appreciation Suite”—an exclusive gathering that will be an opportunity to unwind, connect with fellow exhibitors, and enjoy a refreshment in a relaxed atmosphere before the tradeshow tomorrow.

***We look forward to seeing you and expressing our heartfelt thanks in person.***

Please RSVP by Monday April 24<sup>th</sup> to [info@hospitalitysk.ca](mailto:info@hospitalitysk.ca)

