

November 14, 2006

Dear Nova Scotia Company:

Re: APEX 2007 - April 15-17, 2007 Exhibition Park, Halifax

Each year the Nova Scotia Department of Agriculture, Fisheries and Aquaculture annually purchases 40 feet of premium booth space at ApEx - Atlantic Canada's largest hospitality trade show. This offers an ideal opportunity to present your products to wholesale, retail, and foodservice decision makers. We invite you to join our department as we host up to six companies at this year's show. These booths are first come, first serve.

If a company chooses to exhibit at the ApEx show on their own, the cost would be \$1274.00 + 14% HST. **We offer first time companies an attendee cost of \$350** (booth fully equipped with necessary company requirements - signage, power, lighting, etc.). Company is also responsible for personal business expenses (accommodation, product, etc). If you are a returning attendee, your cost remains at \$400.00.

Key Reasons to Attend:

- Build client relationships
- Increase awareness of your company and its products
- Gain further insight into the foodservice trade
- Taste New Food products entering the market
- 350 Exhibitor Booths Under One Roof Highlighting New Products & Services
- Complimentary Workshops
- Networking Opportunities at The Show

If you are interested in learning more about how your company can attend, or would like to book your booth space with us, please contact me at your earliest convenience at 424-8611 or by e-mail at langleal@gov.ns.ca

Sincerely,

Amanda L. Langley