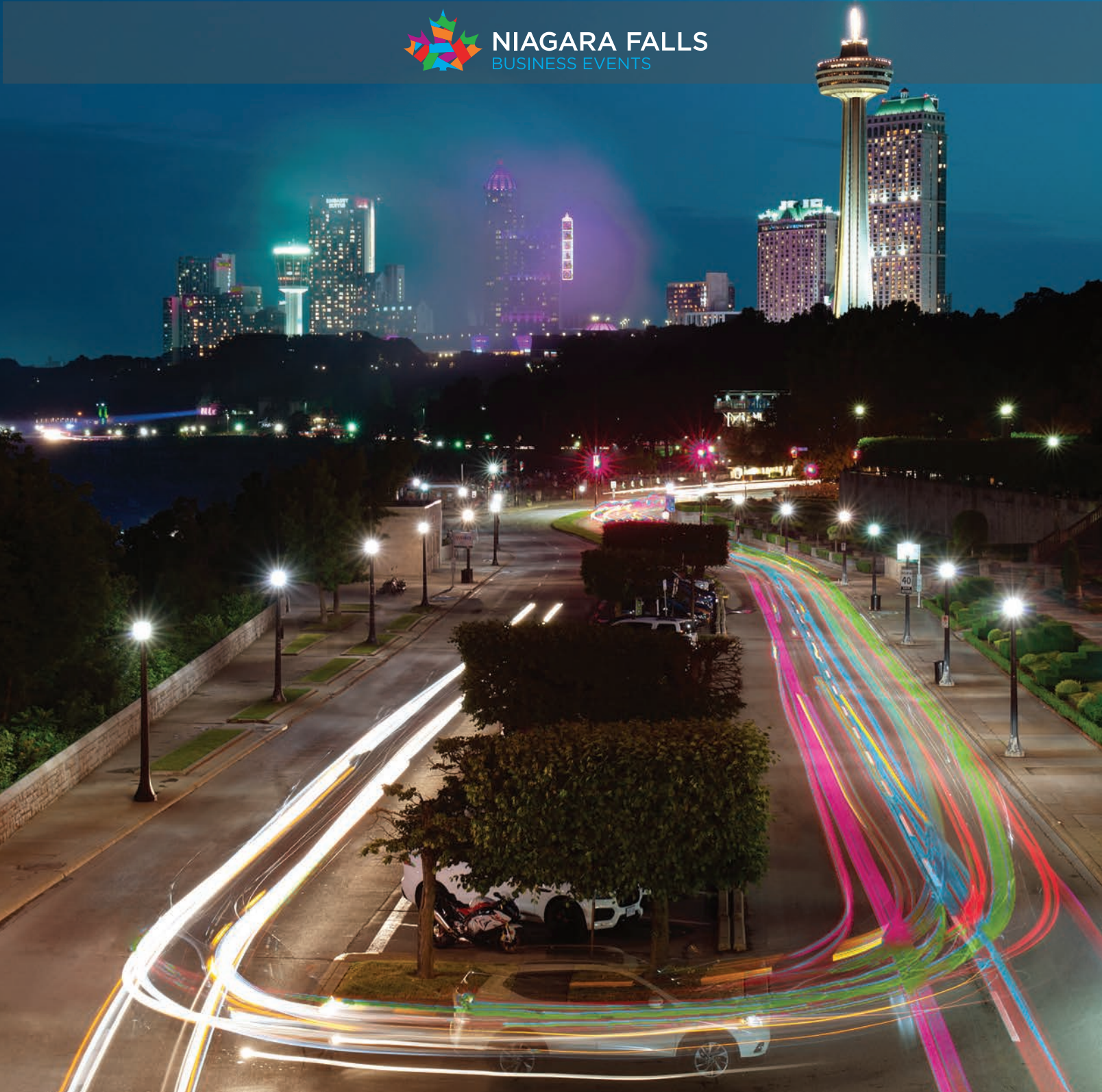


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MEET



NIAGARA FALLS
BUSINESS EVENTS



“Niagara Falls is a *truly unique* inspiration of nature that welcomes more than 14 million visitors each year, making it one of the *most famous* tourism destinations in the world.

Whether looking for a fun night out on the town, an exciting experience at one of the city's two world-class casinos, a round of golf at an internationally-renowned golf course, or a tasting experience at one of the area's 100+ wineries, there is something for everyone.

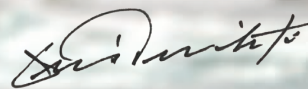
Niagara Falls is a vibrant and diverse community where arts, culture, business, and tourism come together to provide a dynamic experience for the fun seeker, the thrill seeker, the outdoor enthusiast, families, and of course, conference and convention delegates.

We are committed to ensuring visitors continue to enjoy our spectacular destination through a variety of unique experiences from high angle rope adventures, to thrilling boat rides, and of course the more relaxed tones of nature hikes, heritage experiences, and winter wonderland walks among a million sparkling lights.

While tourism has long been established as a key driver of Niagara's economy, the City of Niagara Falls works hard to ensure it remains a competitive place for business, enjoying economic growth and prosperity on many levels. Niagara Falls has a distinctive global brand for business with exciting investor opportunities to attract worldwide attention. Led by its strength in tourism and with a diverse economic landscape, Niagara is leading the way in growth and development in global markets.

Niagara Falls offers the ultimate hospitality experience and is quickly becoming a favourite conference destination in southern Ontario. We are committed to delivering on all cylinders.

Niagara Falls is a place to be experienced and a place to grow!



James M. Diodati, Mayor
City of Niagara Falls, Ontario, Canada



Our convention centre has a lovely little water feature.



Our convention centre happens to be located steps away from a pretty famous waterfall, but we know your needs go beyond a fantastic destination. With 300,000 square feet of convention and meeting space, located in the Fallsview Entertainment District, walking distance to 4,000 branded hotel rooms and easy access to wine country, you can...

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The Heart of One of North America's Busiest Corridors

Over the years, the City of Niagara Falls has continued to garner the well-deserved attention of several international investors from many different industries. **By: Isabel Camillo**

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NIAGARA FALLS
BUSINESS EVENTS

MEET OUR partners

Niagara Falls boasts a diverse collection of meeting and conference venues for business events of all sizes. From the Scotiabank Convention Centre, to a wide selection of quality hotels and off-site venues, you'll find just the right size meeting space offering just the right services for your event.

Convention Centre

Scotiabank Convention Centre

Hotels with Meeting Space

Americana Conference Resort & Spa

Best Western Plus Cairn Croft Hotel

Crowne Plaza Niagara Falls-Fallsview Hotel

DoubleTree Fallsview Resort & Spa by Hilton

Embassy Suites by Hilton

Niagara Falls-Fallsview

Fallsview Casino Resort

Four Points by Sheraton

Niagara Falls Fallsview

Hilton Niagara Falls/Fallsview Hotel & Suites

Marriott Fallsview Hotel & Spa

Marriott on the Falls

Old Stone Inn

Radisson Hotel & Suites Fallsview

Sheraton on the Falls

Off-Site Venues

Château des Charmes

Elements on the Falls Restaurant

Greg Frewin Theatre

Hornblower Niagara Cruises

Inniskillin Niagara Estate

Jackson-Triggs Niagara Estate Winery

Legends on the Niagara

Lundy Manor Wine Cellars

Niagara Brewing Company

Peller Estates Winery & Restaurant

Queen Victoria Place Restaurant

Queenston Heights Restaurant

Ravine Vineyard Estate Winery

Reif Estate Winery

Table Rock Centre

Trius Winery & Restaurant

Wayne Gretzky Estates

Whirlpool Golf Course

Team Building Experiences

Clifton Hill Attractions

Greg Frewin Magic Theatre

Hornblower Niagara Cruises

Niagara Helicopters

Niagara Parks Attractions

Niagara Parks Golf

Niagara Parks Heritage

Niagara Parks Nature & Gardens

Niagara Sunset Cruises

Outlet Collection at Niagara

Whirlpool Jet Boat Tours

WildPlay Niagara Falls

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Niagara Airbus

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A TEAM THAT GETS DOWN TO **business**



Bid Assistance

Gathering proposals from different Niagara Falls partners and packaging them into a completely customized bid

Booking Support

Connecting you with destination experts who have your best interests in mind and want to see you be successful

Site Inspections

Coordinating visits to hotels, meeting venues and attractions that deliver nothing less than impressive results



Rebates and Customs Guidance

Providing advice on all processes relevant to the entry and exit of people and goods as well as the claiming of available rebates



Transportation Planning

Assisting you to arrange transportation that will see delegates get to, around and from Niagara Falls with ease

Agenda Development

Offering suggestions on how to enhance your agenda with speakers and programs that are unique to our destination



Venue Sourcing

Choosing venues that suit your requirements and fit with all the needs and objectives of your meeting or event

Supplier Introductions

Matching you with the most results-driven and customer-focused suppliers Niagara Falls has to offer

Event Promotion

Supporting your attendance boosting efforts by giving you access to the latest visual resources and promotional materials

The Heart of One of North America's Busiest Corridors

By: Isabell C. Camillo

Professor, Goodman School of Business, Brock University

Business Coach & Mentor, Small Business Enterprise Centre, City of Niagara Falls



Travel to Niagara often leads visitors to the main tourist district - the iconic Clifton Hill area - with its many attractions and access to the American, Bridal Veil, and Horseshoe Falls, which collectively form the south end of the Niagara River. Already well-known as the honeymoon capital of the world, films such as *Niagara*, starring Marilyn Monroe and *Superman II*, starring Christopher Reeve highlight the wonder and natural beauty of the popular destination.

Over the years, the city has continued to garner the well-deserved attention of several international investors from many different industries. Touted today as the “world’s most famous address” by one of its mayors, James “Jim” Diodati, Niagara is quickly becoming the go-to place for business as much as pleasure.

HISTORY OF COMMERCE IN NIAGARA

Commercial activity in Niagara dates back to the early industrial settlers of the 1780s. As settlement grew, so did the demand for suppliers and services. John Burtch, one of the earliest known entrepreneurs of the area, was the first to build a saw and grist mill in 1785 and utilize the water of the Niagara River for his industrial needs. Over the course of the next 25 years, Niagara became home to tanneries, shoe-makers, iron works, inns, taverns, stage coach lines, merchants, as well as medical practices, who as entrepreneurs, began to recognize the strategic advantages of the region. These humble beginnings lay the foundation for what would one day become a thriving city with a robust economy, known for its world-class infrastructure and major business opportunities.

“
*Niagara, world's most
famous address*
”

- James Diodati, Mayor

Niagara offers and welcomes international trade, investment, research, development, and partnership opportunities. The 2017/2018 Foreign Direct Investment (fDi) Intelligence report on American Cities of the Future named Niagara Falls as 3rd in the category of business friendliness and 18th in research and development among 115 North American cities in the western hemisphere. Niagara has become a critical centre for international trade operating in key sectors such as manufacturing, agri-business, and tourism. Its geographic location in the heart of one of North America's busiest economic

trade corridors gives the city a strategic advantage for logistics and supply chain management due to its proximity to two provinces and nine states with a combined GDP worth \$5.6 trillion.

A PERFECT PLACE TO MEET, PLAY, AND STAY

Niagara boasts a strong winning culture that just won't quit! First-rate amenities allow you to experience the destination to its fullest: for business and pleasure. Take in a bit of the local culture - a modern urban centre with first-class entertainment and high quality of life - where innovation and technology are second to none. It won't take you long to fall in love with Niagara's signature natural beauty and exceptional facilities, which offer pleasure once business matters have been settled. With outstanding recreational pursuits and its welcoming acceptance of newcomers, the region

provides a safe and secure environment while offering a vibrant affordable lifestyle.

BUSINESS INNOVATION AND TECHNOLOGY HUB

In 1895, Nikola Tesla and George Westinghouse built the world's first hydroelectric power plant at Niagara Falls. This ground-breaking work in electrification reflects the city's proud history of, and commitment to, innovation. This commitment continues to be honoured today through the connections fostered among industry and academia. This critical link between businesses and research partners allows for the commercialization of ideas, services, and products, and the creation of tech-focused ventures. As a result of these partnerships, Niagara continues to produce a highly skilled and in-demand workforce trained by institutions such as Brock University and Niagara



College Canada, who deliver industry-driven programs. According to Niagara Economic Development, the region has seen double-digit job growth over the past seven years in sectors like computer systems design, scientific research and development, and architecture and engineering. In an effort to build on the innovative tech trend, Niagara partners are actively involved with a diverse range of incubators and accelerators, including Innovate Niagara, the Generator at one, iHub Niagara, ncTakeOff, and the Business Innovation Zone.

A CANADIAN FOREIGN TRADE ZONE

Niagara is at the centre of the Great Lakes Megalopolis consisting of a comprehensive group of metropolitan areas that span mostly across the Great Lakes region from the U.S.A. to Canada. An estimated \$100 billion of trade flows through the city, thanks

*Niagara offers and
welcomes international
trade, investment,
research, development, and
partnership opportunities.*



to four major highways, five international bridges, two international railroad crossings, two regional and five international airports, and the Welland Canal - which connects Lake Erie to the St. Lawrence Seaway system. Half of North America's population is within a 24-hour drive from Niagara. The region's designation as Ontario's first Foreign Trade Zone access point provides local, national, and international businesses an opportunity to work with dedicated professionals from both public and private sectors to access programs specifically developed to support international trade efforts. Due to its proximity to the border, as well as easy access to air, port, road, and rail infrastructures, the region has become a vital link for trade between Canada and the United State of America.

BUSINESS MEETINGS, CONFERENCES, AND EVENTS

Over a dozen venues, including Scotiabank Convention Centre, Canadian Niagara Hotels, and Fallsview Casino Resort, offer flexible spaces and unmatched dining experiences to ensure your delegates enjoy a top-notch all-inclusive session. An array of superb hotels, such as the Hilton Niagara

Falls or the Marriott Fallsview and Spa, provide luxurious services and breathtaking views of the waterfalls.

Subsequent time not scheduled for formal participation can be spent exploring the city's numerous amenities and cultural offerings such as museums, nature and gardens, heritage sites, golf, shopping, attractions, dining, and nightlife. Thrill-seekers can enjoy Wildplay Niagara, Whirlpool Jet Boat Tours, and Niagara casinos.

For those who would prefer a more relaxing experience, a late afternoon food and wine pairing can be enjoyed at one of Niagara's most charming wineries - Château des Charmes.

*Niagara truly is a
spectacular destination
that will bring your event
spectacular results.*



Make it an event to remember



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Uniqueness That Cannot Be Disputed

From 10 to 10,000 people and beyond, we are equipped to handle your event and deliver spectacular results. With over 590,000 sq. ft. of indoor meeting space, a nearly unlimited amount of outdoor event space and 14,000 guest rooms, size really doesn't matter.

Proximity and accessibility are both major assets here in Niagara, with everything you need to carry you from day to night, intertwined together. As an example, Scotiabank Convention Centre itself is only one minute away from over 4,000 guest rooms and only 250 steps from the world-famous Niagara Falls. So, getting around from there couldn't be more convenient or cost effective.

With any event size, the perfect venue is critical, one that can handle flexible layout arrangements to allow your event to flow seamlessly. With a variety of diverse venues to choose from and flexible spaces to suit any setup, Niagara is a must for your event.

Accommodations are top notch, from 4 and 5 star rated hotel brands such as Hilton, Marriot and Sheraton, to the exquisite boutique hotels such as Old Stone Inn.

With the perfect event space and accommodations carefully handled, you can be rest assured that the technical components, like reliable and high-quality audio visual components, will also deliver.

Depending upon your event size, both indoor and outdoor secured services should all be state-of-the-art.

There is a uniqueness about Niagara that cannot be disputed. Not only will

we deliver an exceptional backdrop to your event, complimented by the perfect venue, accommodations, and world class execution of the finer details, but we commit to leaving you with a personalized experience for you and your delegates. Your experience is truly our top priority.

Proximity and accessibility are both major assets here in Niagara, with everything you need to carry you from day to night, intertwined together.



"There are no strangers here..
only friends who haven't yet met."

- W.B. YEATS, IRISH POET



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WELCOME

WHY CHOOSE NIAGARA FALLS for your big event?

There's no denying the lure of our famous waterfall. And with 14 million people visiting every year, Niagara Falls can proudly claim it is Canada's top leisure destination. Besides, we know that great business events are about more than just the view. The minute you add Niagara Falls to your list of destination considerations, you quickly learn we have the accommodation, the expertise, and the meeting and convention space for events ranging from intimate meetings to large conferences.



1 BUCKET LIST BEAUTY

Seeing Niagara Falls in person is a travel must-do for millions. Imagine the excitement your delegates will feel when they discover they can check an item off their bucket list while they're at work!

2 GETTING HERE COULDN'T BE EASIER

With three international airports (all less than 125 km away), and within a day drive of more than 55% of the U.S. and Canadian population, as well as great train, bus and public transit options, getting your delegates to and from Niagara Falls is a breeze.

3 FOOD FIT FOR FOODIES

Home to one of Canada's hottest wine and culinary scenes, people who love food, love Niagara. World-class wineries, fresh local produce and a crew of top-notch chefs who are redefining Canadian farm-to-table fare create unforgettable dining experiences your delegates will adore.

4 ACCOMMODATIONS THAT ACTUALLY ACCOMMODATE

Choose from over 14,000 hotel rooms with 50% of inventory dedicated to meetings and conventions. With both world-class brands and independently-owned properties, you're sure to find a perfect fit.

5 VENUES THAT CREATE MEMORIES

Memorable venues create memorable events, and Niagara Falls has creative options like shipboard receptions, winery barrel cellar dinners and meetings overlooking our famous Falls.

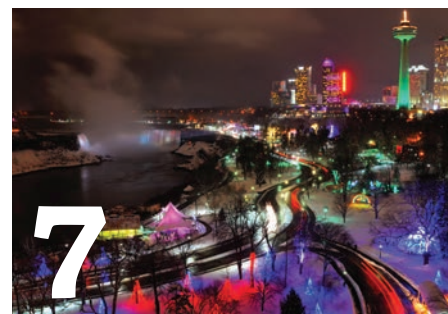


6 A FRESH TAKE ON FREE TIME

When it comes to leisure time, Niagara Falls offers delegates outdoor experiences they won't find anywhere else. From zip-lining over Niagara Falls, to wine country cycling, hiking through the Niagara Gorge, paddle boarding on the Niagara River or hitting the greens on our world-class courses, there are endless options for fresh air fun.

7 FOUR SEASONS OF FUN

No matter the month of the year your event is planned, there's always something exciting happening in Niagara Falls. In fact, when the temperature drops, things really start to heat up with the spectacular Winter Festival of Lights and frosty Icewine harvest celebrations during the winter months.



8 OUR CITY NEVER SLEEPS

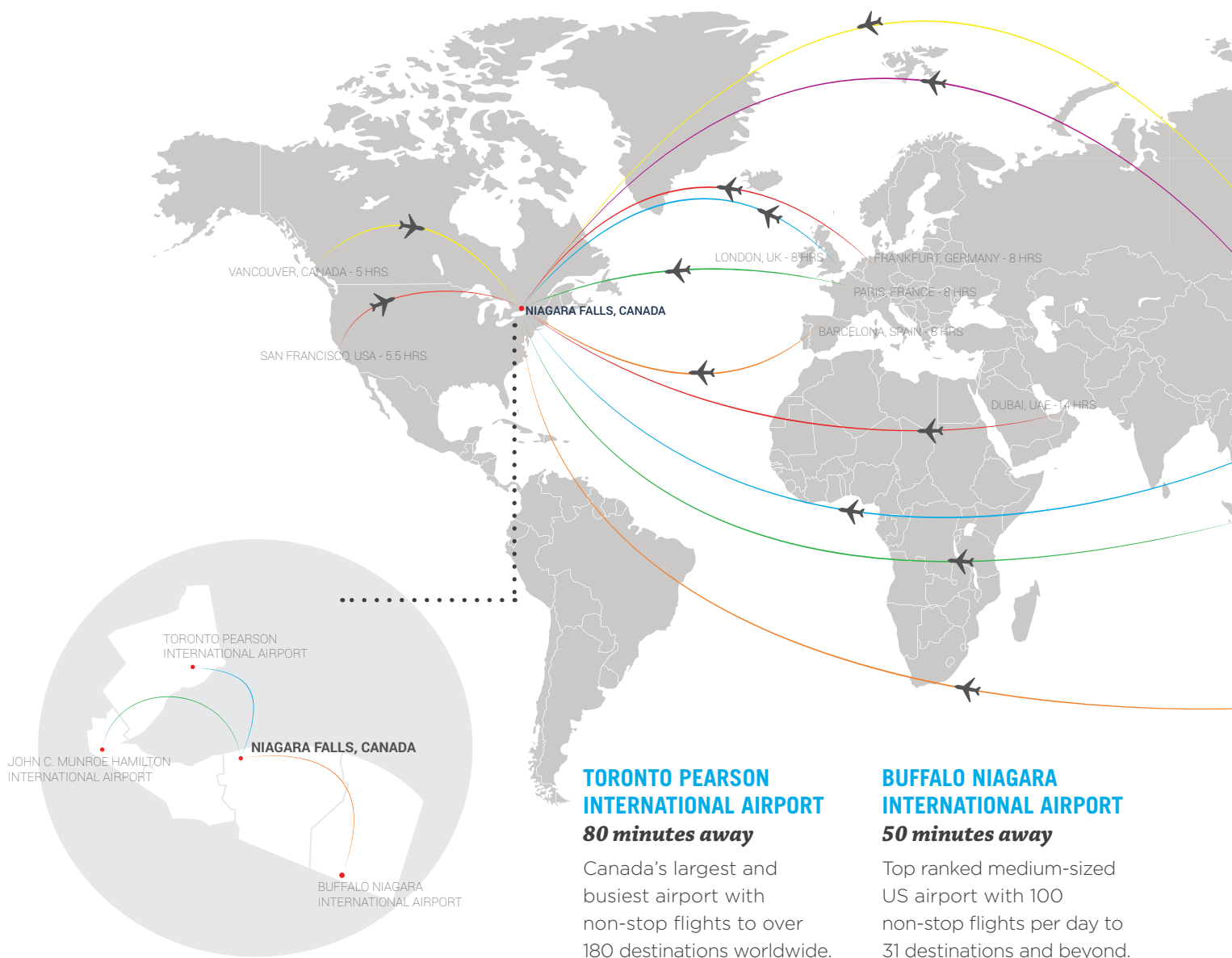
In Niagara Falls, evening networking never leaves delegates looking at their watches. Whether they're wanting casino excitement, live music or theatre, a captivating magic show or just a cozy pub to kick back in, they'll find something that's just their kind of fun.

9 A WORLD-CLASS CONVENTION CENTRE STEPS FROM THE ACTION

Our 300,000 square-foot Scotiabank Convention Centre is literally just 250 steps away from the thundering Niagara Falls. See for yourself why this highly functional venue is quickly gaining a reputation as one of Canada's best new convention centres.

10 AN ON-THE-GROUND TEAM COMMITTED TO YOUR SUCCESS

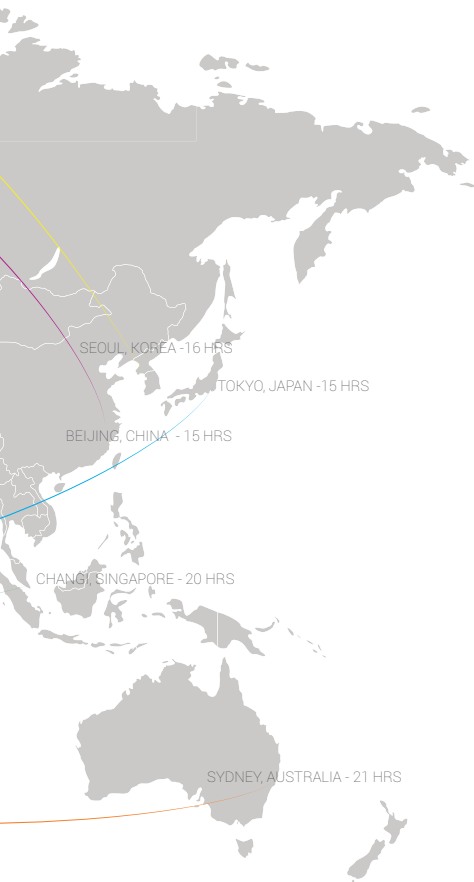
From the moment you put Niagara Falls on your list of considerations for your event, the Niagara Falls Business Events team is just a phone call or email away to assist you with a wide variety of tasks and connect you with an invaluable network of local experts and suppliers.



SPEND TIME AT YOUR **destination,** NOT GETTING THERE

Did you know that 60% of North America's population is located within a 90-minute flight of Niagara Falls? With three international airports, all less than 125 km away, getting to Niagara Falls is a breeze. Without busy commuter traffic and irritating rush hour delays, more time can be spent gazing at our gorgeous vineyards, dramatic lakefronts and sprawling panoramic cliffs.



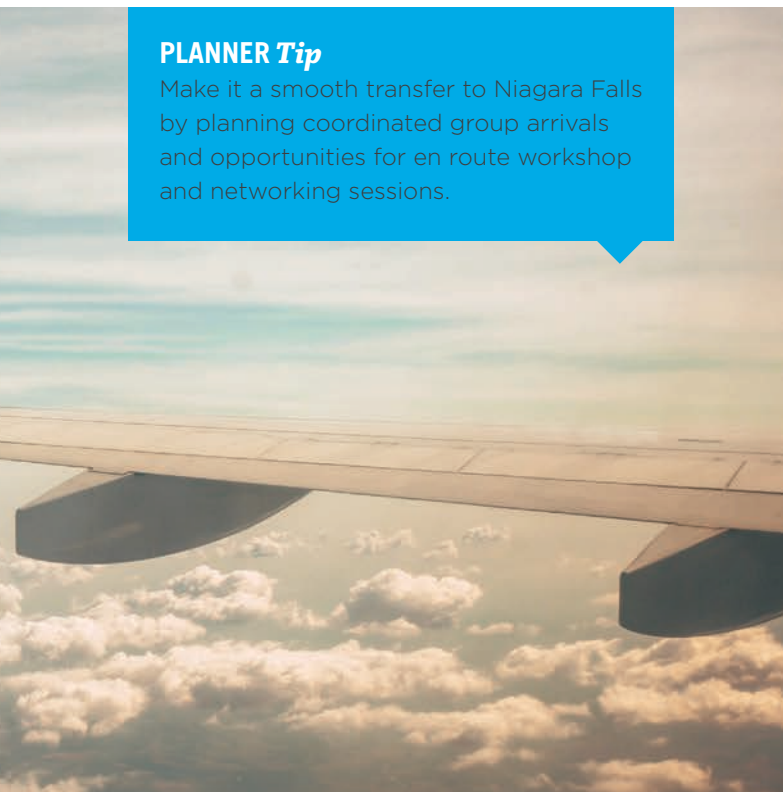


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PLANNER Tip

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Host a Variety of Fresh and Healthy Options All Year Round

Niagara's local food scene reads like a classic coming of age story. One of its humble beginnings was the maturing process that led Niagara down the path of culinary distinction - from mainly orchards and tender fruit growers to becoming Canada's hottest destination for food and wine. As the economy began to shift away from traditional manufacturing, Niagara began to see evolution on the menu, literally. Wineries and restaurants stepped up to breathe new and flavourful life into the surrounding areas, then shortly after, the culinary tourism was born.

In a sense, it was always here, hiding in plain sight, and buried deep in the soil and in the hearts of locals. Just less than 50 years ago, the only winery was Andres. Everyone drank their famous Baby Duck wine, which was both sparkling and sweet. Locals have always been loyal to supporting hometown brands and businesses. We believe it is that ardent pride that has blossomed into the flourishing industry we have here today.

As a region, we are in the unique position of having the perfect microclimate for



growing in abundance. The farm-to-table movement is strong here as well as our talent pool. Niagara is home to notable chefs, sommeliers, and winemakers and we have nurtured some of the best talents. Our very own, for example, is celebrity chef Anna Olson who started her culinary journey at a winery in Jordan. We don't just keep our culinary delights to the kitchens of restaurants. In fact, during the day or at night, many of our culinary experts cater to outdoor leisure settings around our magnificent region. You can access our exquisite food just about anywhere. Gourmet food trucks can be found at practically every outdoor event in the summer months offering up innovative





and delicious interpretations of the classic delights. Niagara is also becoming known for its pop-up dinner series and supper markets. Annual events include celebrations such as Icewine Festival, The Niagara Wine Festival, Summer Downtown D'lish, and Ribfest, to name just a few. Niagara is a region that celebrates all things culinary and your event has full access to all that it offers.

Now that Niagara is all grown up, what can you expect to find at the table? Breakfast and lunch options always make fresh fruits available with an abundance of sweet and sour cherries as well as pears, prunes, and plums.

Every good meal starts with an appetizer; something light and flavourful, perhaps a salad with local lettuce, grilled zucchini, or charred peaches in a port reduction. In early spring, you can expect local and fresh strawberries to make an appearance in your salads for both lunch and dinner hours. We have our own lavender farm, if you crave something floral and unique. Your events can always host a variety of fresh and healthy options all year round. Highlights in mid-summer are cucumbers, peppers, and tomatoes, both bountiful and crisp.

You may also find some of our fruits on a charcuterie plate with cheese from local cheese makers and nuts from local nurseries. The jam with your scones will undoubtedly be local, as well as the preserves you pair with your pork. In fall, when the apples and peaches are in season, you can look forward to some of the sweetest and freshest fruit you have ever tasted.

For main dishes, we continue with locally sourced or internationally inspired dishes, leveraging our own seasonal produce to deliver healthy, fresh, and memorable meal options. Many restaurants offer daily options, such as Elements on the Falls, sourcing the freshest available fish from Ontario's Great Lakes.

Our fresh fruit often makes a follow-up appearance for dessert. Many of the hotels and restaurants produce their own ice creams and sorbets using locally sourced fruit in season. Pies and crumbles teeming with flavour are the perfect end to any meal.

By: Erin King

“

No matter the venue, be sure to inquire about what menu options can be explored for your event. You will be guided through several choices that will allow you to make the best and most convenient arrangement for before, during, and after your meeting or event.



photos supplied by: Hilton Niagara Falls Fallsview Hotel & Suites, Fallsview Casino, & Scotiabank Convention Centre

Blessed with Profound Natural Bounty

Nestled snugly between Toronto and Buffalo, the Niagara region claims home to a little spot carved out by glaciers 12,000 years ago. The region itself is made up of twelve individual municipalities, each a unique and beautiful puzzle piece that makes up the Golden Horseshoe. The diversity and variety of the geographical landscape here is second to none. While Niagara is home to its most famous landmark, Niagara Falls, the region has many other remarkable natural wonders.

Visitors are often enticed to make the trip because of the breathtaking natural wonder; witnessing its tremendous power is an experience that is nearly impossible to describe to another. Those who seek further exploration into Niagara continue to be enthralled with how expansive, raw, and beautiful the region is. It is also astounding how accessible the

Backpacking and cycling adventures have continued to grow in popularity throughout the world, especially throughout Europe.

Niagara is proud to be the home to over 40 walking and cycling trails, pleasing everyone from the eager outdoorsman to the novice or even reluctant adventurer. The trails are so varied and plentiful that you need only to decide what kind of surroundings you crave. From Short Hills Provincial Park to the Bruce Trail, to the Welland Canals, and beautiful Merritt Island, instant rejuvenation is always at hand.

If you are looking for a beautiful marshland with a wheelchair accessible boardwalk, you may want to visit Chippawa Creek. If bird watching and nature hikes are your interests, then pay visits to the Rockway and Wooden conservation areas. The Niagara Escarpment boasts hundreds of acres of natural playground carved from majestic trees to regal slopes,

guaranteed to delight people from around the globe.

The Escarpment truly delivers a unique advantage to Niagara. It is a story millions of years in the making and what gives the region its unique features and varied ecological qualities. The Niagara Escarpment is such an important ecological area that it is designated as a World Biosphere Reserve by the United Nations Educational Scientific and Cultural Organization (UNESCO). It is what has shaped the land and what has blessed us with profound natural bounty. This area was once the bed of an ancient shallow sea, with fossils dating back 450 million years, representing some of the planet's first complex organisms. Niagara is also surrounded by two Great Lakes: Lake Ontario to the north and Lake Erie to the south, both feeding several rivers, canals, and waterfalls. If you want to see other beautiful waterfalls up close

photo supplied by: Scotiabank Convention Centre

and personal, then it's just a quick trip from the Niagara core to Balls Falls, Decew Falls, Rockway Falls, or Beamer's Falls.

Not only is it blessed with seemingly unlimited rustic treasures, there is also an area rich in history for the buffs among us. One only need to look to Niagara Parks for a list of significant historic attractions, from Fort George to Fort Brock's Monument and Laura Secord's Homestead.

You can visit the first school in Upper Canada here or Butler's Burial Ground. There is also Rodman Hall which is not only an art gallery but a historic house.

Being situated between the Escarpment and Lake Ontario creates a unique weather climate that is neither too warm nor too cold, perfect for grape and tender fruit growing. This provides us with the privilege of being in a protected green belt and privy to all the bounty that the growing fields have to offer. As you cycle or drive our serene country lanes, be sure to stop at a roadside stand for fresh fruit, pies, jams, and more. Nothing tastes as good as produce cultivated directly from fertile and rich local soils.

Welcoming millions of worldwide travellers all year round, Niagara is undeniably a well-

known getaway for families, new couples, and friends seeking to explore. Conversely, Niagara boasts everything you would hope for in a business destination. The sprawling views of both Canada and the United States are nothing short of spectacular. Offering multiple access points by air, rail, port, and road, complimented with its profound natural bounty, Niagara is an absolute must for your next big event.

By: Erin King



Centuries of Continuous Growth and Innovation

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The interpretation of entrepreneurship often varies through the lens in which it is viewed. However, the core concept and definition remain rather consistent throughout the history books.

Looking back for originating entrepreneurial examples, there are hunter and gatherer stories that originate as early as 17,000 BCE, which are followed by major shifts in human history around 10,000 BCE, during the first agricultural revolution.

The nomadic lifestyle began to evolve to a more stationary approach, concentrating efforts on farming the land. Entrepreneurial leverage was born, as farmers could cultivate more than they required for their immediate family, whereas a hunter could not.

Niagara's entrepreneurial landscape possesses some of the most powerful stories in history, just have a quick peek at Sir Adam Beck. Known for dominating

Ontario politics for a full generation, he created and expanded the Hydro-Electric Power Commission of Ontario into the largest publicly owned power authority in the world.

When reviewing our transportation trade history, you will no doubt learn about Sir William Hamilton Merritt and his hand in constructing the Welland Canal.

Of course, our entrepreneurial roots were also firmly planted in tourism, beginning in 1796 with the first hotels emerging in Chippawa. By the early 1820s, the area began drawing regular visitors as a destination. By 1929, Niagara was home to its first high rise hotel, The General Brock Hotel, an 11-storey building, making it by far the tallest building around. It boasted 247 bedrooms, 16 stories, 290 phones, and two elevators within its 20,000 square feet area.

Supply and demand have always and will continue to be what carve out the evolution of entrepreneurship. The innate desire to provide new solutions to ever-evolving problems will always unveil the next level of entrepreneurship through innovation, technology advancement, and perseverance.

Fallsview Casino Resort was opened to the public, becoming the largest gaming resort facility in Canada

2004

The International Control Dam was completed to preserve the natural beauty of Niagara Falls

1954

The General Brock Hotel emerged (current site of Crowne Plaza Fallsview Hotel)

1929

The famous Foxhead Inn on Clifton Hill opened (current site of Niagara Brewing Co)

1925

The Front (Table Rock) is home to 4 hotels: Museum Hotel, Prospect Hotel, Table Rock House, & Brunswick Hotel

1850

The Welland Canal opened, connecting Lake Erie and Lake Ontario

1829

Ontario House Hotel was built (current site of Marriott on the Falls)

1820

Wilson's Tavern was built (current site of Oakes Hotel)

1797

Fairbanks House and John Fanning's Hotel built in Chippawa

1796

Fort Schlosser built by the British to control the route for transporting goods and troops

1760



NIAGARA'S WET & WILD ADVENTURE!

#ZIPSWINGANDSPLASH



Experience 3 of Niagara's most exhilarating adventures:
WildPlay's Whirlpool Adventure Course and
Mistridger Zipline to the Falls, and Whirlpool Jet Boat Tours.

A Perfect Balance for Work & Play

We have heard it time and again, but that old saying, “all work and no play makes Jack a dull boy,” still rings true today. In our fast-paced society, it can be difficult to unwind and make time for ourselves when our main focus is work.

The Niagara Region helps you and your team re-energize while experiencing all that it has to offer. Whether you are visiting Niagara for business or pleasure, it is the perfect place to transition from day to night to make the most of your stay.

Forget the hustle and bustle of city life and surround yourself with the tranquility of a region unlike any other. You and your group will be surprised by how easy it is to get used to Niagara's tranquil vibe.

Within 30 kilometres, you can find anything from spas to a vibrant live music scene. After a long day, book a relaxation treatment at one of the many hotel spas and really unwind. After that, you are refreshed for a night out at the many restaurants and lounges in the area.

You can visit our vast wine region for tours and tastings or enjoy a spectacular meal from world-class chefs. Niagara is home to creative chefs who use locally sourced ingredients to create delectable dishes for locals and visitors alike. Niagara also has an emerging brewery scene with a wide selection of local beers to choose from, making them ideal for fun after-work social gatherings.

It doesn't matter if you are visiting in the summer or winter, there is no shortage of activities for your group. Book a summer boat cruise or go ice skating at one of the picturesque wineries, like Gretzky Estates, in the winter.

If thrill seeking is more your thing, Whirlpool Jet Boat Tours offers group packages that will leave you soaked and stoked. The newest adventure to come to Niagara is Wildplay Niagara, which offers ziplining tours with a view of the Falls and aerial obstacle adventures.

With a rich history and fun nightlife, Niagara is the perfect balance for work and play. Be sure to take in all the natural wonders in one of the most beautiful regions in Canada and most importantly have fun.

By: Annie Pasquariello



Photo supplied by: Hilton Niagara Falls Fallsview Hotel & Suites

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Style and Space in Perfect Harmony

When planning an event of any size, the format in which food will be served is a very critical element. Depending on the size and style of event and the arrangement and flow of your space, you'll want to consider each option carefully when selecting the most effective and efficient food service.

STATIONS

The station option is similar to a cocktail style reception. It offers a tremendous amount of flexibility both for food selection as well as timing and seating. This option is ideal for large groups or events with unique product displays and table arrangements. Stations are customizable and can be transformed into live kitchens, where you can impress your attendees by having the chefs prepare and cook food right before their eyes.



serves you right



Myth

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carry the highest
price tag

PLATED

The most formal of the options, it also requires more detailed planning. You'll have to keep in mind food restrictions and preferences, and plan accordingly for more organized seating with place card settings to ensure effective delivery of selection options.

BUFFET

This popular choice offers you menu flexibility, typically with a few choices for the main dish, sides, and salads. Consider whether your attendees will collect their plates from their seats or from the beginning of the buffet line as well as whether you will release tables all at once, or a few at a time. For table arrangements, this format will require full seating for each guest.

Ask your venue representatives what serving options they would recommend for your event. Then, consider that feedback in your final decision of how to serve your attendees.



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Top Seven Negotiating Tips Every Event Planner Should Know

Achieving the best rates and coming in on or even below budget is every planner's goal. It can sometimes feel like a daunting task. However, negotiating the best rates can often be achieved by adopting open and honest lines of communication with your suppliers. Here are the top seven things to help you negotiate a better deal before booking your next big event.

preparation

1 Know exactly what you want to achieve for your event. Have a clear plan outlined. Understand the value your event will bring to the venue.

budget conversation

2 Everyone has a budget. Instead of waiting for a final quote and negotiating down, talk about numbers early on. The venue can then gauge what value they can provide within your limits. Perhaps the venue may even propose better alternatives that would work for both sides. Being open and honest about cost restrictions will allow an efficient collaborative effort. Of course, be mindful and realistic with your expectations as well.

date flexibility

3 If it's at all possible to be flexible with dates, be up-front right away. You can easily secure better rates by working with your venues outside of peak periods. If you are planning far enough in advance, then you can even ask the venue for open dates they are looking to fill on their end. You may be able to secure a large savings by doing this.

discounts & contingencies

4 When looking at your overall event needs, understand what realistic opportunities you have that could result in some cost breaks. For example, if you're renting all your AV equipment from one supplier, it could be within reason to ask that podiums or projectors be added at no additional cost. Or for catering, maybe for every 200 table settings, you get 10 free. Never forget to ask for a contingency clause to cover any last-minute additions because we all know that one or two things will pop up that may need attention. If you've negotiated even a 5% contingency fee to cover this off, you won't break your budget in the 11th hour.

shared resources

5 Have you ever considered menu sharing? If your event is being held at a location hosting concurrent events, ask the venue staff about other events scheduled for the same day. Ask if there is any opportunity to collaborate with the other event hosts on joining forces over menu items that may reduce costs on both sides. This kind of resource sharing doesn't need to be limited to food either, so be creative and ask questions to see what other options might be possible.

never make assumptions

6 Even if you're experienced or have done business with a specific venue several times in the past, never leave room for assumptions. Ask questions, and then ask more questions. Never be afraid to ask for clarification or discuss seemingly minor details at length, especially if they are critical to the success of your event.

inspect & verify

7 When it comes to contracts, there are a few things you need to always be cautious about. Be wary of any one-sided agreement. There should always be shared responsibility represented. Swap out any vague and confusing language for more concise and clear statements. Always read the fine print.



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