

The International Centre Announces Partnership with Social Media Agency Branding & Buzzing

Toronto, July 25, 2013 - The International Centre is excited to announce its newest partnership, welcoming social media strategists Branding & Buzzing to their list of Recommended Event Service Providers. Focused on providing clients and exhibitors with the opportunity for social media strategy, Branding & Buzzing is currently working with The International Centre to engage audiences through social media platforms like Twitter and Facebook.

"We are continually listening to the needs of our customers and the rapid growth of social media management is key to the success of our clients' events sustained development" says Trevor Lui, Director of Operations & Sustainability. "Having a service provider to enhance our customers' brand and reach is just another tool we believe will help benefit their experience."

Branding & Buzzing, a Toronto-based agency focuses on achieving brand goals through social media and content marketing strategies. Having had success with companies such as Tourism Toronto, the Toronto Festival of Beer and celebrity-chef Mark McEwan, they have now partnered with The International Centre to create engaging consumer conversation and experiences that are inspirational, memorable and most importantly brand driven.

"Even if you don't use Social Media, others do and you can guarantee they'll be taking it to the Twittersphere to talk about your event" says Founder Sean Beckingham. "Our agency deploys reporters to engage with your vendors and attendees extending the conversation outside of the event. As we say at Branding & Buzzing, *We Make Friends Not Ads.*"

This partnership showcases The International Centre's ongoing commitment to providing clients with the highest level of services and expertise possible to create exceptional experiences. The company's focus on social media strategy further demonstrates its position as a forward thinking facility and leading trade and consumer show venue.

Follow The International Centre on Twitter and Facebook... There's Something Happening Here!

About the International Centre

The International Centre boasts over 40 years of success as the leading trade and consumer show venue in North America, and one of Canada's largest privately owned multi-purpose conference facilities. Located at 6900 Airport Road, offering complimentary parking for over 5,000 vehicles and surrounded by more than 10,000 hotel rooms, The International Centre is easily accessible from any point in the Greater Toronto Area. For more information visit www.internationalcentre.com.