

## **New Look, New Space, New Culinary Talent**

### **The International Centre Reveals Fresh New Brand to Support \$4.5 Million Renewal Plan**

**Mississauga, ON – November 22, 2012** – Following the news of an exciting \$4.5 million renovation announced earlier this year, The International Centre, leading exhibition and conference venue in North America, is pleased to reveal a new, contemporary visual brand identity to reflect the revitalized space.

The rebranding is part of the overall renewal plan and renovation of The International Centre, which includes the launch of a new website. The new branding captures the growth and evolution of the Centre and goes hand in hand with its new positioning: 'There's Something Happening Here!'

"We are extremely excited to embark on this transformation," said Michael Prescott, Chief Executive Officer, The International Centre. "The renovation is set to begin early 2013 and upon completion, the new sleek and modern space will enhance the client and visitor experience for all of the over 450 events held here every year."

The renovation will transform the main entrance to Hall 1 by creating a bright and modern lobby. Slated for completion fall 2013, the new lobby will include sleek stone flooring and dramatic architectural features, and will offer more versatility for events of all magnitudes. All exterior main entrance and hall signage will be replaced with new full colour LED screens.

In addition, a multi-functional new connector will be built to improve flow between Hall 5 and the remainder of the facility. Combining functionality, versatility and design, this space will have the flexibility to accommodate a wide range of events, from registrations and receptions, to display booths and lounge areas for food and beverage.

As part of the transformation, The International Centre, with a reputation for its exquisite food and beverage offering, has taken it to a higher level with the hire of Tawfik Shehata as Executive Chef. Voted one of the "Top Ten New Chefs in Canada" by enRoute Magazine, Chef Shehata brings nearly 20 years of experience acquired at many of the world's finest establishments including Winston's, Scaramouche, Auberge du Pommier, Boba, Truffles at The Four Seasons, Taboo and renowned resorts in Jamaica and Bermuda.

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 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](http://www.internationalcentre.com).