

The International Centre Appoints New Vice President of Sales

March 27th, 2013, The International Centre announces today it has appointed Trevor Graham as its new Vice President of Sales. Trevor brings to the position over 30 years of experience in the Hospitality and Service Industry. Providing leadership and direction to The International Centre's Sales team, Trevor will report to Chief Executive Officer, Michael Prescott.

"We are delighted to welcome Trevor to our team at The International Centre," said Michael Prescott, Chief Executive Officer. "With his wealth of experience and industry knowledge, Trevor will provide our sales team with the leadership and skills required to further increase our market presence."

Trevor brings his strong operational and sales background to The International Centre, with his most recent position as Vice President of Operations for O'Neill Hotels & Resorts; accountable for overseeing the hotels' operations, ensuring brand standards were met and financial targets achieved. Complementing his work experience, Trevor holds an MBA Degree in Hotel and Restaurant Administration from the University of Guelph and has served on the Board of Directors for Tourism Whistler, Resorts Ontario and Muskoka Tourism.

"I am thrilled to be joining such a well-established organization and strong team of industry professionals," said Trevor Graham, Vice President of Sales. "When considering this role at The International Centre I was impressed by its deep history, and dominance in the marketplace. I look forward to this new and exciting challenge, utilizing my experience and skills to help position this venue for continued long term success."

Aligned with The International Centre's vision to increase market presence, Trevor will be responsible for leading efforts to increase revenue generation through the development and execution of strategic business goals. Assisting The International Centre, Trevor will contribute to the company's ongoing commitment and focus on providing their clients and visitors with exceptional experiences.

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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.