

February 28th, 2017



SUMMIT 2017 – APRIL 3rd & 4th

Second annual SUMMIT Hospitality Industry Conference and Marketplace returns April 2017

Vancouver, BC – The BC Hotel Association and the Alliance of Beverage Licensees are pleased to announce the second annual SUMMIT Hospitality Industry Conference on **April 3 & 4, 2017 at the Victoria Conference Centre.**

SUMMIT 2017 will attract 200 hoteliers, liquor industry professionals, and hospitality vendors from across the province for a two-day conference and marketplace. In addition to 40 exhibitors, SUMMIT features industry-leading keynote speakers, in-depth educational seminars for hotel and liquor professionals, an Industry Dinner, and other networking opportunities.

This year will mark the inaugural BC Hospitality Industry awards, which will be presented at the Industry Dinner on the evening of Monday, April 3rd. Four deserving professionals will be awarded the titles of Hotelier of the Century, Hotelier of the Year, Liquor Retailer of the Year, and Publican of the Year. Nominations are open until March 15th; more information can be found on the event website at www.SUMMIT2017.ca

The BC Hotel Association is also excited to be celebrating its 100th Anniversary in 2017. There will be photos, anecdotes, and vignettes to celebrate their colourful history in the province, including a showcase at the SUMMIT Industry Dinner.

Educational seminar highlights include: helping hotels create financially engaged leadership teams with David Lund; a panel discussion on the distribution and retailing of recreational cannabis; and hospitality industry insights from Tod Maffin in his highly-anticipated closing keynote, Beyond Social: the future is only scary if you're not in it.

The SUMMIT 2017 early bird ticket price of \$199.00 (a \$50 savings) has been extended to March 10th, and includes access to eight informative educational sessions, two industry-leading keynotes, an industry networking reception, the Industry Dinner, breakfast and marketplace lunch, and networking opportunities with your industry colleagues and 40 selected vendors.

For more information and to register today, visit www.SUMMIT2017.ca.

For more information please contact:

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