

Meet *in* Waterloo Region

Waterloo Region offers the perfect combination of urban dynamics and small-town hospitality. The pace of innovation here is driven by a flourishing startup community, academic excellence and new-economy trailblazers.

Home to international hotel brands and unique meeting venues, this historic region boasts rich cultural diversity and an enviable farm-to-table culinary scene. The cities of Kitchener, Waterloo and Cambridge work closely with nearby townships and offer a unique range of modern amenities and rural escapes. "Visitors are always amazed at how much this area has grown and how much is going on here," says Minto Schneider, CEO, Waterloo Regional Tourism Marketing Corp.

Why Waterloo? Come and See!



Fast Facts

DMO:

Explore Waterloo Region

Total guestrooms: 2,850

Major hotel brands

Delta by Marriott
Crowne Plaza
Four Points by Sheraton
Homewood Suites by Hilton
Holiday Inn and more...

Largest Hotel Ballroom:

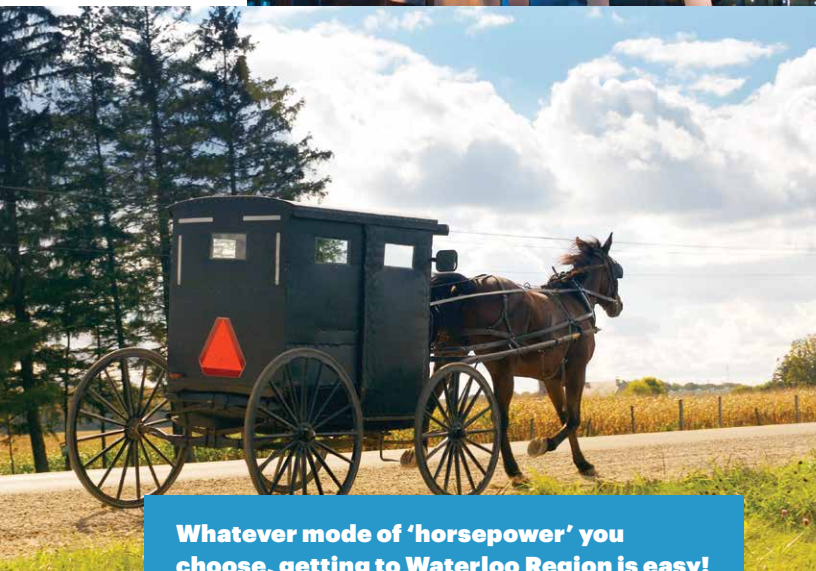
6,900 sq. ft.
(600 guests, banquet style)

Largest meeting space:

44,000 sq. ft.
(5,000 guests for receptions)

Largest outdoor space:

25 acres
(25,000-person capacity)



Whatever mode of 'horsepower' you choose, getting to Waterloo Region is easy!

Waterloo Region is just one hour west of Pearson Airport and the Greater Toronto Area. If travelling from Calgary, WestJet flies direct to the Region of Waterloo International Airport (YKF). You can also fly into Toronto's Billy Bishop Airport for a quick transfer to YKF aboard FlyGTA.



Notable: Waterloo Region is set to debut a light rail transit service running between Waterloo and Kitchener. Via Rail and GO Transit offer daily service to the region from Toronto's Union Station.

Meet in
Waterloo Region



Industrial Chic:

True North 2019 takes place at LOT42 where a recent multimillion-dollar renovation transformed this former industrial facility into a flexible event and performance venue, including the 40,000 sq. ft. Factory space and the 10.5-acre Back Yard capable of hosting outdoor gatherings of 25,000 people.

**True North
Waterloo 2019**

June 19-20, 2019
2,500 attendees

The second annual True North conference, hosted by Communitech, features a keynote by Sir Tim Berners-Lee, inventor of the World Wide Web. "We're seeing a real openness, entrepreneurial mindset and a very global view of doing business," says Steve Currie, Communitech's Chief Innovation Officer.

Kitchener's Tannery Event Centre, part of the Communitech hub, is a revitalized factory that combines vintage industrial charm with trendsetting spaces for up to 220 people.



**Tap into local
expertise**

As part of the Toronto-Waterloo innovation corridor, Waterloo Region's key economic sectors include Advanced Manufacturing, Information & Communications Technologies (ICT), Finance and Insurance, and Agriculture & Food Processing.

- Enhance your programming by inviting local experts to be guest speakers.
- Arrange a customized tour of research or corporate facilities.
- Bolster registration for conferences that tie into the key market sectors.

PHOTO: DOORS OPEN WATERLOO REGION 2018



Catalyst137 is a massive purpose-built tech hub serving Internet of Things entrepreneurs. Based in Kitchener, this 475,000 sq.-ft. campus offers private event space, a makerspace, testing facility and a "hackable" streetscape designed to test emerging interactive technology.



Perimeter Institute For Theoretical Physics

Adventure Seekers

Bingemans' 170-acre convention and recreation campus is situated along the Grand River and features the region's largest conference facility. The company is partnering with Grand Experiences Outdoor Adventure Company to offer group teambuilding activities on the river: canoeing, kayaking, rafting, paddle boarding and tubing. "You can do a half-day meeting here, have lunch on the shore and then go out on the river for the afternoon," suggests Bingemans CEO, Mark Bingeman.

PHOTO: BINGEMANS



Located within Catalyst137 and managed by the Ignite Restaurant Group, Graffiti Market includes a café and coffee roaster, bakery, microbrewery, craft ice cream, retail market and a casual restaurant where guests use North America's first digital Smart Tables to order from a virtual menu, play games and to watch live footage of chefs preparing their meals in the kitchen.

Farm-to-table: Don't miss the bustling St. Jacobs Farmers' Market where you can mingle with local producers and sample cheeses, baked goods, maple syrup and other culinary treats. A great add-on to a companion itinerary!



The region is home to a large Mennonite community, who travel to and from the market by horse and buggy.

EXPLORE
Waterloo Region

Jennifer Eddings
Director of Sales
T: 519.585.7517 ext.210
E: jeddings@wrtmc.org
explorewaterlooregion.com

**Ready to meet
Waterloo Region?**

