

# Press

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Waste & Recycling Expo Canada / Municipal Equipment Expo Canada  
Canada's only trade event serving the waste, recycling and public works  
markets

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Scotiabank Convention Centre, October 25 – 26, 2017, Niagara Falls,  
Ontario, Canada

## **Waste & Recycling Expo receives high marks for its 20<sup>th</sup> anniversary edition**

### **First time event in Niagara Falls hosted 200 exhibitors from 7 countries**

If you weren't among the 2,000+ attendees at the Waste & Recycling  
Expo / Municipal Equipment Expo held October 25 – 26, in Niagara  
Falls, you missed out.

Waste & Recycling Expo and Municipal Equipment Expo represent the  
industry's most important marketplace where owners, CEOs, and  
managers of waste, recycling, property, truck, fleet, software and other  
organizations can discover the next innovation to drive their business.  
With buyers from government officials to environmental managers and  
road supervisors this event draws from every province of Canada and  
more than 15 countries across the globe.

The Waste & Recycling Expo / Municipal Equipment Expo was in full  
swing for the 20<sup>th</sup> anniversary edition. The event welcomed 200  
exhibitors from 7 countries and more than 2,000 visitors from 16  
countries for a robust experience of product analysis, business  
networking and education. Here are a few of the highlights.

#### New Exhibiting Companies

Among the long-standing participants like Mack, Paradigm, London  
Machinery, Peterbilt and Machinex, the show was filled with new  
exhibitors as well, including Hamilton Radiator, Novaquip Lifting  
Systems, Frontier Fuels, U.S. Gain and SkyHawk Telematics – all  
showcasing the latest technologies in the Fleet Care Pavilion.  
Additionally, Refreshtek, Gii Group and 31 other first time exhibiting  
companies made a strong impact on the exhibit floor with impressive  
products and services, hands on demonstrations and interactive  
presentations.

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### Opening Gala Reception

Kicking off the show, Waste & Recycling Expo / Municipal Equipment Expo invited all attendees and exhibitors to the Opening Gala Reception at the exquisite Room R5 inside the Fallsview Casino. With an open bar, hors d'oeuvres and a great view of Niagara Falls, reception guests enjoyed the opportunity to connect in a relaxed environment as anticipation for the two days of successful business networking grew.

### Expert Presentations

For second time, Waste & Recycling Expo / Municipal Equipment Expo hosted Social Media sessions on the show floor. This added value for attendees and exhibitors alike delivered non-stop, dynamic learning experiences for all to engage and connect with other industry leaders and like-minded individuals. Speaker, Dayton Davis provided expert advice on social media strategies to keep businesses competitive in this age of information.

### Mobile App

Both exhibitors and attendees were thrilled to download the mobile app from the show, which offered activities like pre-show planning directly from their mobile devices as well as interact with others who also downloaded the app. Easy to use, the app provided details on exhibitors, directory information, educational opportunities and more. In addition, attendees could create lists for individual agendas, notes and receive show updates in real time.

### Educational Program

Amidst a busy show floor, more than 30 educational sessions were being held in the Canadian Waste to Resource Conference, produced by the Ontario Waste Management Association. Led by top experts the program offered access to case studies, discussions and solutions to several of today's challenges. For more details on next year's presentation at Waste & Recycling Expo / Municipal Equipment Expo, visit [www.cw2rc.ca](http://www.cw2rc.ca).

Preparations for the 2018 event are already well underway. Get more information at [www.cwre.ca](http://www.cwre.ca). The 21<sup>st</sup> edition will be held in downtown Toronto at the Enercare Centre, October 24 – 25, 2018.

Early registration is open and attendees can save 100% of their admission fee by registering now with this link: [www.cwre.ca/vip5](http://www.cwre.ca/vip5).

Interested in exhibiting? Contact Arnie Gess at 403.589.4832.

To stay up-to-date on news coming from the event, please visit: [www.cwre.ca](http://www.cwre.ca).

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## Connect with Waste & Recycling Expo / Municipal Equipment Expo (#CWRE)

- Twitter: <https://twitter.com/CWRExpo>
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### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

The North American headquarters in Atlanta is currently producing eleven trade shows in the USA, Canada and Mexico across various industries. For more information about Messe Frankfurt, please visit our web site at [www.MesseFrankfurt.us](http://www.MesseFrankfurt.us).

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