



Technology Meets Inspiration



Largest Entertainment Complex in Canada Relies on PSAV for Event Technologies

The 20-acre Falls Avenue Resort complex, owned by Canadian Niagara Hotels, turns to PSAV® Presentation Services for onsite audiovisual service, mobile solutions, virtual events (HD video conferencing, webcasting and web conferencing), audience response systems, content management, rigging and power distribution

TORONTO — Nov. 4, 2012

— When operators of Canada's largest entertainment complex needed event technology support for its hotels and conference center overlooking the Niagara Falls in Ontario, it was a sure bet they would partner



with a company known for delivering exceptional results. That's why Canadian Niagara Hotels Inc. selected PSAV® Presentation Services to manage the onsite audiovisual services for its [Falls Avenue Resort](#), a mixed-use development comprised of 1,200 hotel rooms, 35 meeting rooms comprising 200,000 square feet of flexible meeting space, a 24-hour casino, a three-acre indoor Waterpark and wave pool, and 15 restaurants. This new partnership marks PSAV's entrance into the Niagara Falls market in Canada.

"When we began looking for a new onsite event technology partner to manage and produce events for our standalone conference center, the Sheraton on the Falls, and the Crowne Plaza Niagara Falls - Fallsview, we asked ourselves this question: *'What do we need to do to elevate our conference experience?'* The answer was to partner with a company that could deliver professionally to event planners and create a one-of-a-kind experience memorably for event goers. No company accomplishes these two tasks better than PSAV.



"Falls Avenue Resort is determined to be *the venue of choice* in the Golden Horseshoe for conferences big and small," Birrell said. "Therefore, it was important to Canadian Niagara Hotels to team with an audiovisual company that would take us above and beyond what

others in the market were already delivering. Like us, PSAV understands that providing customer service is paramount to a company's success and longevity, especially in the meetings environment. Their onsite technicians don't just take orders for equipment. Instead they leverage the extensive experience, imagination, and inspiration of their team members and back it with the best technologies in the market to make every presentation more effective and meaningful. This creativity is very important to a destination market like Niagara Falls, where people come in search of something magnificent! When it comes to meetings and events at Falls Avenue Resort, PSAV delivers excitement."

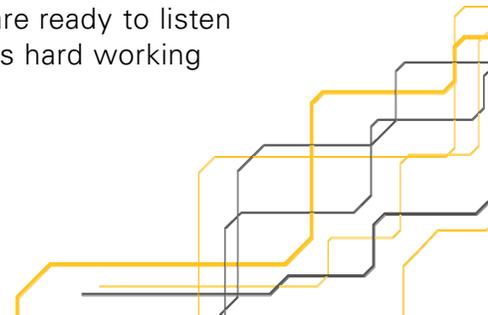
Canadian Niagara Hotels Inc. has a portfolio of more than 2,500 hotel rooms - roughly 18 percent of the city's 14,000 hotel rooms. Under the Falls Avenue Resort complex, the company operates the Sheraton on the Falls, Crowne Plaza Niagara Falls - Fallsview, Skyline Inn, Hampton Inn by Hilton at the Falls, Casino Niagara, Christienne Fallsview Spa and more.

[PSAV](#) is a global supplier of audiovisual services and event technologies to decision makers responsible for organising meetings, conferences, and events worldwide. The work of the company's multinational team spans the globe, delivering the best in video and projection, lighting, set design and construction, sound, staging, event IT support, rigging, power testing, high-definition event videoconferencing, mobile solutions and webcasting.

"PSAV is delighted to be in partnership with Canadian Niagara Hotels Inc., a company that is leading the hotel and entertainment markets in Niagara Falls and Ontario," said Claire Ingle, PSAV regional vice president of hotel sales for Canada. "Serving as the onsite event technology



company for all facilities in the Falls Avenue Resort complex provides three distinct advantages: First, PSAV is a true convenience for event planners. Our technicians know the capabilities and limitations of each meeting space much better than outside providers. Because changes and last-minute adjustments are inevitable, our technicians are just steps away and can respond immediately and provide back-up equipment if needed. Second, PSAV knows which technologies make the best impact for an event based on the planner's needs and the facility blueprint. We make equipment recommendations to maximize the impact of the meeting message while maximizing revenues for the facility. Third, our technicians are ready to listen and come equipped with ideas. They will offer solutions that are as hard working



and relevant as they are imaginative. We are trained to think creatively and use the technology that makes inspired meetings possible. For these reasons and more, PSAV is a much more than an AV supplier to the Falls Avenue Resort. We are a creative consultant, and we look forward to serving the Canadian Niagara Hotels and its clients for years to come."

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About PSAV® Presentation Services

PSAV provides the ideas and technology that inspire great meetings. This has made PSAV the leading provider of event technology for meeting planners and producers across the corporate, association, and tradeshow markets. PSAV provides an unparalleled range of event technology to support its customers' ability to create, collaborate, and communicate. With more than 800 partner locations worldwide, PSAV provides people and resources right where you want to have your meeting. <http://Canada.psav.com>

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