



news release

Moosehead Breweries raises the bar for qplex Conference Centre

Quispamsis, NB Tuesday, December 15, 2009: Moosehead Breweries Limited has announced its intentions today to become the sole sponsor of the Conference Centre in the qplex.

The Moosehead Conference Centre will be a signature venue in the region, hosting a wide spectrum of business meetings, community groups, private functions and special events. "The brand loyalty and recognition that Moosehead has garnered over the years will be a definite asset to the qplex," says Mayor, Murray Driscoll. "They are a well respected company with a dedicated employee base, and we are honoured to align with them on this ambitious venture."

A growing population and an increased demand in the event and meetings market highlighted an opportunity to fulfill an existing gap. The Conference Centre is expected to complement the current inventory of event space in the region, offering 4,000 sq. ft. of dedicated space, and an additional 17,000 sq. ft. when converting the ice surface. The centre will accommodate roughly 300 guests in a banquet setting and upwards of 500 in a theatre configuration or reception style.

The company's longstanding reputation, coupled with the centre's distinctive design, will be primary recognition drivers in the event and conference industry.

"Moosehead's support validates that the Kennebecasis Valley offers many competitive advantages as a viable meeting and event hub." "The Moosehead Conference Centre will truly become a familiar gathering place," says Driscoll.

The 75,000 square foot qplex facility is currently under construction and is anticipated to open in the summer of 2010.

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Backgrounder Attached

Contact:

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Backgrounder

Conference Centre Features

- Designed for maximize flexibility in terms of room layout and configurations
- Conference Centre Size: 4,000 sq. ft.
Capacity: 300 people dining/banquet setting; 500 people reception/theatre style
- Retractable wall panels to break into three individual rooms at 1,375 sq. ft. each
- Additional 17,000 sq. ft. of space when using the ice surface
- Portable bar unit
- Large commercial kitchen installation for food preparation located on the lower level - dumb waiters situated in servery on main level for food accessibility.
- Additional 1,000 sq. ft. of space when using the main lobby for ancillary activities, ie. registrations, reception areas, displays. Sliding glass door to accommodate ease of access.
- Ten foot ceilings
- Individual room access off the arena concourse
- Room designed with no supporting pillars to allow unobstructed views from all vantage points
- Windows will feature blackout blinds to maximize efficiency for audio visual use
- State of the art audio visual equipment

Contacts:

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