

FOR IMMEDIATE RELEASE



Tuesday, May 11, 2021

Global Convention Services Ltd. acquires Superior Show Service Inc.'s trade show portfolio effective immediately

SAINT JOHN, N.B. - Global Convention Services Ltd. "Global" is proud to announce the expansion of its Calgary, Alberta branch to include Superior Show Service Inc.'s "Superior" trade show portfolio.

Global is one of Canada's leading trade show and special event decorating contractors and continues to grow rapidly. The partnership with Superior will augment Global's Alberta presence which was established in Calgary in 2019 with the opening of Global's seventh full-service branch. By adding Superior's extensive inventory and deep roster of customers as well as maintaining its customer service focused, solution driven approach, Global strengthens its operations and poises itself to service all of Alberta.

"When Chris Sisson and I started discussing opportunities for a strategic alliance between our companies that would lead to this acquisition, I was impressed with the similar history we both had in the trade show decorating industry," explains Mark Howes, president, Global Convention Services Ltd. "I see great synergies between our companies, and I am excited about the amazing growth opportunity this acquisition provides Global. We look forward to building on the relationships Superior has created throughout Alberta with its trade and consumer event clients. We will strive to advance the level of service and quality materials for which Superior is known."

Both organizations view this partnership as an opportunity to navigate the challenges of a post-COVID-19 trade show and special event world, as a stronger and larger single entity.

"With COVID-19 shutting the event world down, we started looking for alliances and ways to collaborate with partners whose offerings could compliment those of Superior's," says Chris Sisson, President, Superior Show Services Inc. "With the uncertainty in the industry, partnering with an organization like Global became the obvious solution to ensure that we were able to meet our clients' needs as events begin to rebound. With Global's coast to coast footprint, and strong relationships with numerous convention centres across Canada, we felt they would be the best choice to enhance our relationship with the Calgary Telus Convention Centre."

"We look forward to welcoming Global to the Calgary TELUS Convention Centre family and building on the relationship that began with Chris and the Superior team," says Kurby Court, President & CEO, Calgary TELUS Convention Centre.

Global and Superior are working to ensure the acquisition transition process is as seamless as possible with no service disruption to existing Superior clients and partners. Chris Sisson will remain an advisor for the foreseeable future, aligning Superior and Global policies, as well as providing thorough training to the Global team on the needs of all Superior clients, events and facility partners.

Global Convention Services Ltd.: Established in 1989, Global has become Canada's true coast to coast trade show decorating company. With seven branches in five Canadian provinces, Global has built strategically located teams and inventory to service clients with a customer-centred approach throughout Canada. For more information, please visit www.globalconvention.ca

Superior Show Service Inc.: Superior is an Alberta owned and operated event contractor with 35 years of experience. Superior provides customized, full service, professional event rental & contractor services to events throughout Alberta, such as trade shows, music festivals, weddings, corporate, community and special events. For more information, please visit: www.superiorshow.com

Calgary TELUS Convention Centre: The Calgary TELUS Convention Centre is focused on enhancing the services that we provide well beyond the venue—to create a place and experience that supports all events for people to convene, connect and converse together. What started as a central location for gathering has grown into a next generation of convention services and experiences. For more information, please visit: www.calgary-convention.com

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