



April 11, 2017

To: All Trade Partners

Re: Trade Symposium, Elsie Awards and We Care Golf & Spa Classic Invitations

You are invited to:

LCBO Products, Sales & Merchandising Trade Partnership Symposium

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& Merchandising
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43 Freeland St.
Toronto, ON, M5E 1A4

Please join us for this year's Trade Partnership Symposium! All category business plans, including Spirits, Beer & Cider, Wines, Vintages and Wholesale, will be presented in separate rooms in the morning following introductions, with key initiatives and operational information shared in interactive breakout sessions in the afternoon. The afternoon topics covered will include Retail, Supply Chain and Customer Insights, as well as E-commerce Marketing and Promotions Activity.

Tuesday, April 25, 2017

Sign in from 8:00 a.m.

Category Presentations in the morning

Interactive Breakout Sessions in the afternoon, ending at 4:00 p.m.

Beanfield Centre (formally Allstream Centre)

Exhibition Place

105 Princess Blvd., Toronto

Registration details: The participation fee per person is \$60 and includes continental breakfast, lunch and light refreshment in the morning and afternoon.

Online ordering: Our convenient online ordering system lets you place orders, make payments, print tickets, view your purchase history, and more. Please follow the link below, or copy the link in to your web browser, to place your order.

<https://www.vintagesshoponline.com/vintages/public/OrderEventTicket.aspx?programId=334&id=262D898CF5164C14B1522C0C23D2E07F>

Phone ordering: To place your order, call helloLCBO at **416-365-5900** or toll-free at **1-800-668-5226** (Monday to Friday, 8:30 a.m. – 6 p.m., Saturday 9 a.m. – 6 p.m., except holidays).

Space is limited so kindly register by **Friday, March 31** to guarantee your spot.

Upon registering, a separate email will be sent to you with the link to register for specific breakout sessions.



23rd Annual Elsie Awards

Let's get together for the 23rd annual Elsie Awards to honour you – our Suppliers and Agents – for your innovation, creativity and commitment to customer service and social responsibility!

Dress is business casual. We invite you to wear red & white in honour of Canada's 150th birthday. Join us to mingle in the garden before the winners' names are announced.

Wednesday, June 14, 2017

Cocktails and hors d'oeuvres: 11:30 a.m. – 1 p.m.

Awards presentation: 1:00 – 3:30 p.m.

Liberty Grand Entertainment Complex
25 British Columbia Rd., Exhibition Pl., Toronto

Registration details: The participation fee per person is \$60.

Online ordering: Our convenient online ordering system lets you place orders, make payments, print tickets, view your purchase history, and more. Please follow the link below, or copy the link in to your web browser, to place your order.

<https://www.vintagesshoponline.com/vintages/public/OrderEventTicket.aspx?programId=326&id=7579FDB6D3434DC98263D036A91918DD>

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Space is limited. Kindly register by **Friday, May 12** to guarantee your spot.

The 27th Annual Friends of We Care Golf & Spa Classic

Please join us in support of kids with disabilities for a day of fun at the 27th Annual Friends of We Care Golf & Spa Classic!

It's a great day for a worthwhile cause.

Tuesday, May 30, 2017

The Cardinal Golf Club
2740 Davis Drive West (formerly Hwy. 9), Newmarket

18 HOLE GOLF

Registration and breakfast 6:30 – 7:45 am

Shotgun tee-off 8:00 am

Cocktails, silent auction 1:30 pm

Reception, live auction, awards presentation 2:30 pm

Safe Home – 4:00 pm sharp

SPA

11 am start - 2:00 pm

Reception, live auction, awards presentation 2:30 pm

Safe home - 4 pm sharp

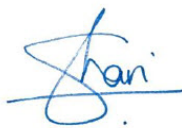
Registration details: Please follow the link below, or copy the link in to your web browser, to place your order.

<https://secure.e2rm.com/registant/TicketingWelcome.aspx?eventid=221110&langpref=en-CA&Referrer=http%3a%2f%2ffriendsowecare.org%2fevents%2fcbogolfspa2017%2f>

Please contact Greg Mandziuk at GMandziuk@friendsowecare.org or phone 905-841-1223 should you have any questions.

We hope to see you at these upcoming events.

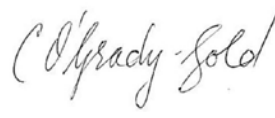
Sincerely,



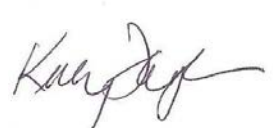
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