



HOTELS  
RED DEER



YOUR EVENT  
COLLABORATORS

EXCEPTIONAL  
LOCATION

SOPHISTICATED  
EVENT VENUES

IMMERSIVE  
EXPERIENCES





# your place in the city

for exceptional amenities at a great value



## Welcome to central Alberta's largest hotel meeting space and full-service conference & trade centre.

- 53,000 sq. ft. of meeting space includes 34,000 sq. ft. special event centre and 12,000 sq. ft. ballroom
- 26-ft. ceiling accommodates oversized exhibitions
- Floor portals with power, water, sewer, gas, cable, telephone and Internet connections
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- 3 onsite restaurants, 2 lounges, shops
- Complimentary parking and internet

**Cambridgereddeer.com**  
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**CAMBRIDGE**  
HOTEL & CONFERENCE CENTRE  
\*red deer





## Meet in Red Deer

Hotels Red Deer is a committee of hotels and venues working together to support your business meetings, conferences, conventions and special events. We work closely with our community partners to ensure your success, every step of the way.

You'll feel right at home in Red Deer. Famous for its authentic Western hospitality, Red Deer is a vibrant, compact and cost-effective four-season destination for groups.

[HOTELSREDDEER.CA](http://HOTELSREDDEER.CA)

### THE CENTRE OF IT ALL

Red Deer is situated in central Alberta midway between Calgary and Edmonton, the province's two largest cities.

- Convenient, accessible location
- Access to two international airports
- Close to more than two million people within a 160 km radius
- Located along the Queen Elizabeth II Highway, Alberta's busiest transportation corridor

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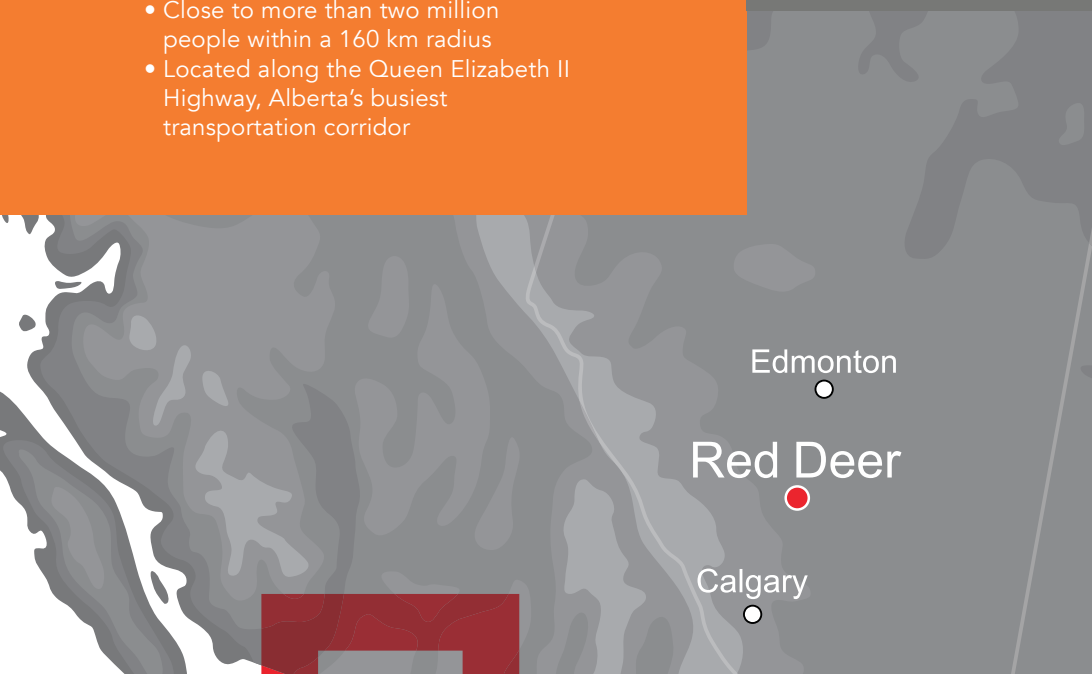
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Scan the QR code to launch the interactive edition, or visit Ignite's Red Deer destination hub at [inspiration.ignitemag.ca](http://inspiration.ignitemag.ca)



 **HOTELS  
RED DEER**

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Exhibition Hall, Westerner Park

## Westerner Park

Westerner Park is among Red Deer's premiere venues, annually hosting more than 1.5 million visitors attending over 1,500 unique events. The 320-acre property is Central Alberta's largest convention, trade show, agriculture, entertainment and sports complex.

The newly opened, 51,500-sq.-ft. Exhibition Hall is Westerner Park's largest and most technical venue. Sporting perfect acoustics, soaring windows and state-of-the-art LED lighting, this flexible venue connects to the majority of Westerner Park facilities and is perfect for trade shows, conferences and other large gatherings.

Red Deer is great; it's a smaller community that's easy to get around. This year, for the first time, we used Westerner Park for our two-day trade show. I can't say enough about the property. It's in a great location and the park has several different spaces for whatever your needs may be. We used the new Exhibition Hall and Stockmens Pavilion for our trade show because we needed a space large enough for 130 booths plus 30 fire trucks, aerials and pumps.

— KELLY LEGRIS, AFCA CONFERENCE COORDINATOR,  
KEL CONSULTING SERVICES

PHOTO: WESTERNER PARK

## Alberta Fire Chiefs Association (AFCA)

Annual Conference, AGM & Trade Show

May 26–29, 2019

### EVENT VENUES

**Westerner Park:** Trade show and welcome reception; keynotes and presentations; memorial service; Fire Services Exemplary Service Medal Investiture

**Cambridge Red Deer Hotel & Conference Centre:** Conference sessions; AFCA annual banquet

**Pre-conference:** AFCA Annual Golf Tournament, Sylvan Lake Golf & Country Club

**Companion activity:** Color Me Mine Red Deer pottery painting workshop

### QUICK FACTS

- Red Deer population: 101,000
- 2,000+ hotel rooms
- Hosting for 10 to 10,000 people



Fire trucks on display at the 2019 AFCA trade show, Exhibition Hall, Westerner Park

PHOTO: AFCA/STEPHEN WAN



## Q+A with...

Trent Rix, Director, Ancillary and Sport Services  
Red Deer College

### How did a recent group use your facilities?

In May 2019, we welcomed the Alberta Health and Physical Education Council conference. It was held primarily at the Gary W. Harris Centre and required use of our sport facilities as well as traditional classroom and theatre-style sessions. The nice thing is that the classroom and seminar spaces are adjacent to the sports spaces.

### How can the College enhance a meeting's educational program?

We've got experts on staff who can serve as keynote speakers or workshop facilitators, or to integrate teambuilding activities into programs. For example, we just opened our new Alternative Energy Lab, which supports emerging energy technologies. We also operate the Central Alberta Be Fit For Life Centre and within that group are physical literacy experts who can customize different programs for events, such as yoga breaks.

## Gary W. Harris Canada Games Centre

Red Deer College

The Gary W. Harris Canada Games Centre is a brand new facility built on the Red Deer College campus to host the 2019 Canada Winter Games. The entire campus is well equipped to host any type of business meeting, reception or sport competition.

- Performance gymnasium
- Olympic-size ice surface
- Fitness centre, running track & squash courts
- Teaching & learning spaces

## OFF-SITE VENUES

- Red Deer College
- Westerner Park
- Alberta Sports Hall of Fame Museum
- Red Deer Memorial Centre
- Servus Arena

## Upcoming Events

**2020 STIHL  
Timbersports  
Canadian Trophy**  
August 7–8, 2020

**2020 Alberta  
Beef Industry  
Conference**  
March 4–6, 2020

PHOTO: RED DEER COLLEGE/DWIGHT ARTHUR

Gary W. Harris Canada Games Centre





## Comfortable, welcoming and priced to suit all budgets, Hotels Red Deer's award-winning accommodation partners cater to your every need.

The Cambridge Red Deer Hotel & Conference Centre and the Radisson Hotel Red Deer offer the city's largest on-site conference and event spaces.

PHOTO: RADISSON HOTEL RED DEER



The Art Battle painting competition and art auction was hosted in Radisson Hotel Red Deer's large ballroom

“Our Special Events Centre has hosted all sorts of events...the options are endless for how we can set up that room. Western is a popular theme for events. We can set up a large, saloon-style bar, arrange tequila or whiskey-tastings or set up for line dancing. For a recent high-end gala, we had aerial artists descend from the ceiling right down to the banquet tables to pour champagne into everyone's glasses. We also try to be as environmentally friendly as possible—our proposals, contracts and other paperwork are electronic; we offer green meeting packages; and we have Tesla stations on-site to charge electric vehicles.”

— LISA FRANCOEUR, DIRECTOR, SALES & MARKETING,  
CAMBRIDGE RED DEER HOTEL & CONFERENCE CENTRE



A Western saloon-style bar set up for a special event, Cambridge Red Deer Hotel

PHOTO: CAMBRIDGE RED DEER HOTEL

“We're very open to planners' creative ideas. We recently hosted Art Battle, a painting competition where artists created paintings in front of spectators. There was a flow of people constantly moving around the circle of canvases, watching the creative process. It was a unique event that packed our largest ballroom. Once the paintings were finished, they were auctioned, on-site, to raise money for the Red Deer & District Community Foundation. We've also brought in companies like Snake Lake Brewing as a way for guests to experience a local product and as an opportunity for us to support an Alberta entrepreneur.”

— GERALD JANECKO, SALES MANAGER,  
RADISSON HOTEL RED DEER



## Local Flavours

- **The Hideout** is a great place for casual dining and enjoying local musicians, comedians and magicians. Book a private meeting for 10, or do a buy-out for up to 240 guests.
- **Troubled Monk** brewery is a family-run craft beverage maker specializing in beer, spirits, soda and hard iced tea. Host tastings in the Tap Room or the new Cellar event space.
- **To The Lost** is a downtown destination specializing in handcrafted cocktails and the fine art of bartending.
- From its popular Cowboy Breakfast to wild boar taquitos, **Bo's Bar & Grill** serves creative fare in a fun atmosphere.
- A crowd-pleasing restaurant by day, **The Crossing** becomes a bustling entertainment hot spot each night featuring live music, karaoke, comedians and dance shows.

PHOTO: TRAVEL ALBERTA/CHRIS AMAT



Troubled Monk Brewery

## EXPERIENCES FOR GROUPS

Scan the QR code on page 3 to learn more about the exciting meeting and teambuilding activities that groups can experience in Red Deer.

## Country Pride Dance Club

Red Deer's Country Pride Dance Club has a knack for getting people up on their feet. Its members performed during the 2019 Canada Winter Games opening ceremonies, and they're a fun addition to conferences and special events. "We usually do a 15-minute demonstration and then a lesson—anything from jive to line dancing to the two step," says club president Rob Ironside.

PHOTO: COUNTRY PRIDE DANCE CLUB





# Put Hotels Red Deer To Work For You

We work tirelessly to support your program and ensure the success of your event. We're your one-stop resource, whether you seek bid assistance, site visits or help developing companion programs. Give us a call and we'll introduce you to our trusted partners. Best of all, our services are complimentary!

PHOTO: RED DEER COLLEGE/DWIGHT ARTHUR



Gary W. Harris Canada Games Centre outdoor event space



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Mellings-Kynoch**

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