

HALIFAX  
CONVENTION  
CENTRE

# LOCAL PROGRAM

*Inspiring visitors to love  
Nova Scotia like a local.*



We're incredibly proud of where we're from.

Every time we host an event, we bring our amazing people, culture and products inside our space to be enjoyed by everyone who visits us. Our goal? We want to inspire our guests to get outside the venue, into the streets and spaces of our province to truly experience what it's like to love Nova Scotia like a local.

By getting a sneak peek of what Nova Scotia has to offer in our Centre, we know our guests will want to get out and experience firsthand everything that makes our province great.

Through our local flavour, pop-up program and featured Nova Scotia Experiences, our Local Program is just another reason why the Halifax Convention Centre is where it all comes together.



# OUR PROGRAM FEATURES:



**LOCAL**  
*flavours*



**POP-UP**  
*program*



**NOVA SCOTIA**  
*experiences*



# LOCAL flavours

Our award-winning culinary team takes great pride in the food we serve, preparing and handcrafting nearly every item – from start to finish. Inspired by Nova Scotia's beauty, hospitality and locally-sourced cuisine, the team brings local flavour to everything they create for our guests.

We work with the best in the business to create mouth-watering dishes that give our national and international guests a taste of Nova Scotia.

**Riverview Herbs** are sprinkled into many of our signature dishes, while **Acadian Maple** syrup is baked in or drizzled onto our best desserts, salads and more. Our friends at **Meadowbrook Farms** know

breakfast is the most important meal of the day, so they've created a custom-made sausage for our morning dishes. And you haven't truly experienced blue cheese until you've tasted **Blue Harbour's** locally made, handcrafted cheese sprinkled onto our signature field green, yellow beet and cherry tomato salad. Hungry yet?

Of course a great meal isn't complete without a delicious Nova Scotia drink to go with it. We've teamed up with Nova Scotian experts to add local wine and craft beer that complement our signature dinner menu — we're thirsty just thinking about it!







# POP-UP *program*

Nova Scotia is recognized internationally as an emerging culinary tourism destination and we want guests to find out what all the hype is about! We're proud to partner with **Taste of Nova Scotia** to help us bring an authentic local experience to the trade show floor through our brand new pop-up program.

Offered during select national and international conventions, our pop-up program gives guests a chance to

sample local products and flavours influenced by our land and sea. By showcasing Nova Scotia at its best, we'll leave them wanting more. Our team is standing by, ready to connect our guests with amazing Nova Scotia experiences on our doorstep and beyond.





*Did you know?*

WE SERVE OVER 2,500 BOTTLES OF NOVA SCOTIA WINE A YEAR!







# NOVA SCOTIA *experiences*

We're in the business of planning and we know a lot of our guests are too. Through our website and social media platforms, we're connecting our guests to all of the tools they need to plan the ultimate Nova Scotia experience before they arrive.

Nothing showcases Nova Scotia better than beautiful photography, video and visitor testimonials. We're proud to partner with local experts like **Discover Halifax, Tourism Nova Scotia** (and many more!) to highlight our beautiful province.

Using state-of-the-art digital technology inside our venue, we're integrating curated Nova Scotia content on every level of our Centre. We showcase breathtaking scenery and exciting local adventures to our guests, inspiring them to get out and start making their own Nova Scotia memories.





## *Did you know?*

CAPE BRETON, NOVA SCOTIA WAS NAMED ONE OF THE WORLD'S '20 MUST-SEE PLACES', ACCORDING TO NATIONAL GEOGRAPHIC TRAVELLER.









# Share your local experience with us



@hfxconventions



HalifaxConventionCentre

# CONNECTING THE WORLD WITH *Nova Scotia*

**HALIFAX  
CONVENTION  
CENTRE**

Where it all  
comes together.

**Learn more about our Local Program:**  
[HalifaxConventionCentre.com](https://HalifaxConventionCentre.com)

Photo Credit: Tourism Nova Scotia