

Showcase business exhibition is back

By KAREN SMITH
The Champion

Showcase Milton is making a comeback in 1994.

The consumer trade show, which features Milton businesses, was last held in 1990 at Memorial Arena. Showcase will return to the arena June 3-5.

Requests from the local business community prompted the Milton Chamber of Commerce and Corporate Events Management Inc. to organize the spring event.

Plans for the June exposition were unveiled last week during a Chamber breakfast meeting at the Muddy Duck Restaurant. Seventy people attended and support was "very positive," said Chamber general manager Sandy Martin.

Organizers promised a few new twists are being added to the format of the 1994 show to make it fresh and interesting.

Showcase Milton '94 will differ from past shows, said Ms Martin, because exhibitors will be encouraged to sell their goods and services to the public.

"This feature will allow exhibitors the opportunity to recoup their costs as well as give the public another reason to visit the event."

No sales were allowed at previous

shows — the emphasis being placed on promotion.

However, a survey conducted at Showcase '90 indicated that visitors wanted the opportunity to purchase products on site.

More than 100 organizations and 11,000 visitors attended the 1990 show. This time around, with a "comprehensive attendance promotional strategy," organizers are aiming to deliver even more customers to Showcase Milton '94.

"We have some signed up exhibitors already," said an enthused-sounding Ms Martin.

She said the show will offer features and special events including more than 150 interactive exhibits, sampling opportunities, show specials and door prizes.

An opening breakfast Friday, June 3 will kick off the '94 exposition. The function will feature a report on a long-term economic development plan for Milton.

Organizers plan to promote Showcase Milton '94 through newspaper and radio advertising, promotional coupons and posters, flyers and a mail campaign, said Ms Martin.

A 100-square-foot space at the show will cost Chamber members \$600 plus GST or \$650 plus GST for non-members. Call 878-0581 for information.

Alleged highway shooter has court hearing in May

A man charged with attempted murder in a Highway 401 shooting was in court Monday to set a date for a preliminary hearing.

Zdrovko Komsic, 48, of Kitchener was charged after a Waterloo couple's car was shot at during a traffic dispute with a pick-up truck driver on Hwy. 401 near Highway 25 shortly after midnight on November 14.

The suspect was released on \$10,000 bail last week following a general division court hearing, which overturned the original ruling. He was denied bail by a justice of the peace after his arrest in November.

He faces charges of two counts each of attempted murder and pointing a firearm, as well as possession of a dangerous weapon, possession of an unregistered restricted firearm and dangerous driving.

Mr. Komsic is scheduled to return to Milton provincial court May 12 for the hearing, which is held to determine if there's enough evidence to go to trial. The hearing is expected to last a day.

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