



Avendra Presents at 2010 HotelWorld Food & Beverage Conference

ROCKVILLE, MD – March 2, 2010 – Avendra, the hospitality industry's leading procurement services company, will be presenting at the [2010 HotelWorld Food & Beverage Conference](#) in Las Vegas on March 8, 2010, at 11am.

Avendra was selected to lead the educational presentation titled "Improving Supply Chain Capabilities to Deliver Better Business Outcomes." This session was crafted to address current issues facing the hospitality industry and identify appropriate supply chain strategies that minimize costs and reduce risks in food and beverage operations. Market trends, supply chain and purchasing strategies and an illustrative case study will be presented to help educate attendees on overcoming current challenges in hotel, and more specifically, food and beverage operations.

Presenters include: Crestline Hotels & Resorts' Senior Vice President of Operations Shaun Kirby, Avendra's Senior Vice President of Strategic Contracting Walt Sheffler and Avendra's Vice President of Strategic Markets Tim Clarke.

About Avendra

Avendra is North America's leading procurement services company serving hospitality-related industries. Avendra customers gain access to contracts leveraging \$3 billion of annual purchases, expert advisory services and in-depth purchasing data and analysis. Through Avendra, customers obtain substantial savings on their purchases and other value added services to improve their operations and bottom line results. Formed in 2001, the company is headquartered in Rockville, MD and has regional offices in the United States and Canada. For more information, please call (866) AVENDRA, visit www.avendra.com or email inquiries to marketing@avendra.com.

About Crestline Hotels & Resorts, Inc.

Crestline Hotels & Resorts, Inc. is one of the nation's largest independent hospitality management companies. Founded in 2000, the company presently manages 66 hotels, resorts and conference and convention centers with nearly 14,000 rooms in 13 states and the District of Columbia. Crestline Hotels & Resorts manages 13 independent properties in major US markets including Atlanta, Chicago, Houston, Los Angeles and Washington D.C. Crestline also manages properties under such well-regarded brands as Marriott, Hilton, Westin, Renaissance, Sheraton, and Crowne Plaza. For more information visit: www.crestlinehotels.com.

About HotelWorld Food & Beverage Conference

The HotelWorld Food & Beverage Conference is part of International Hospitality Week produced by Questex Media Group LLC. International Hospitality Week was created in 2007 and encompasses three specialized events: Nightclub & Bar Convention and Trade Show, the country's pre-eminent beverage event, attracting owners, operators and managers from nightclubs, bars, lounges, pubs, sports bars and more; International Restaurant Show and HotelWorld Food & Beverage Conference, all staged under one roof. This mega hospitality event provides a platform for 30,000 buyers and sellers to meet, connect and discover new business as it relates to the food and beverage segment of the vibrant hospitality industry.

For registration information, [click here](#).

For press registration, [click here](#).

For exhibitor information, [click here](#).