

# 36<sup>th</sup> Annual International Society of Franchising Conference

June 2-4, 2022 | McMaster University, Hamilton /Burlington, Canada

Conference & Tourist Information

Organized by:  
**Dr. Manish Kacker**  
DeGroot School of Business, McMaster University

# Welcome!

McMaster University and the DeGroot School of Business is proud to welcome you to Hamilton/Burlington for the 36th Annual International Society of Franchising Conference.

We hope that throughout this 3-day conference, you will not only be able to enjoy engaging academic discussion and conversation around the world of Franchising, but that you will also be able to experience the world-renowned Canadian Hospitality. Located in what is known as the “Golden Horseshoe”, you will be able to take in the energy, cuisine and beautiful landscape that makes the Hamilton/Niagara region special.

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## Local Organizing Committee of ISoF 2022

- Dr. Manish Kacker, Conference Co-Chair, McMaster University
- Audhesh Paswan, Conference Co-Chair, University of North Texas

## McMaster Main Campus

1280 Main St. West, Hamilton, Ontario, Canada, L8S 4L8  
<https://www.degrootemcmaster.ca/>

## Ron Joyce Centre, DeGroot School of Business Graduate Campus

4350 South Service Road, Burlington, Ontario, Canada, L7L 5R8  
<https://rjc.degrootemcmaster.ca/>

## Urgent Conference Questions (Manish information)

- Dr. Manish Kacker, Conference Co-Chair

## Conference Administration & Support

- **Kellie Rabak**  
Marketing & Community Engagement Department, DeGroot School of Business  
[rabakk@mcmaster.ca](mailto:rabakk@mcmaster.ca)
- **Chris Fitchett**  
Marketing & Community Engagement Department, DeGroot School of Business  
[fitchetc@mcmaster.ca](mailto:fitchetc@mcmaster.ca)
- **Cecilia Galvan**  
Marketing & Community Engagement Department, DeGroot School of Business  
[galvanic@mcmaster.ca](mailto:galvanic@mcmaster.ca)

## Contact Information

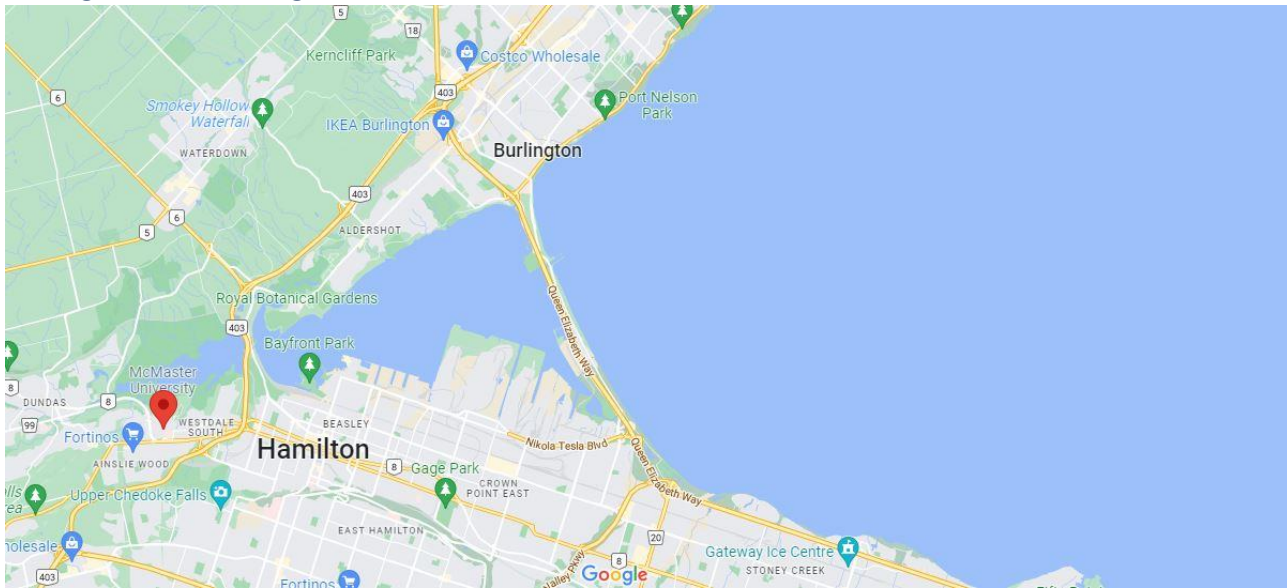
- Emergency Contact Numbers (in case of emergency)
- 9-1-1 | General emergency number

[franchisesociety.com/2022-annual-conference](https://franchisesociety.com/2022-annual-conference)

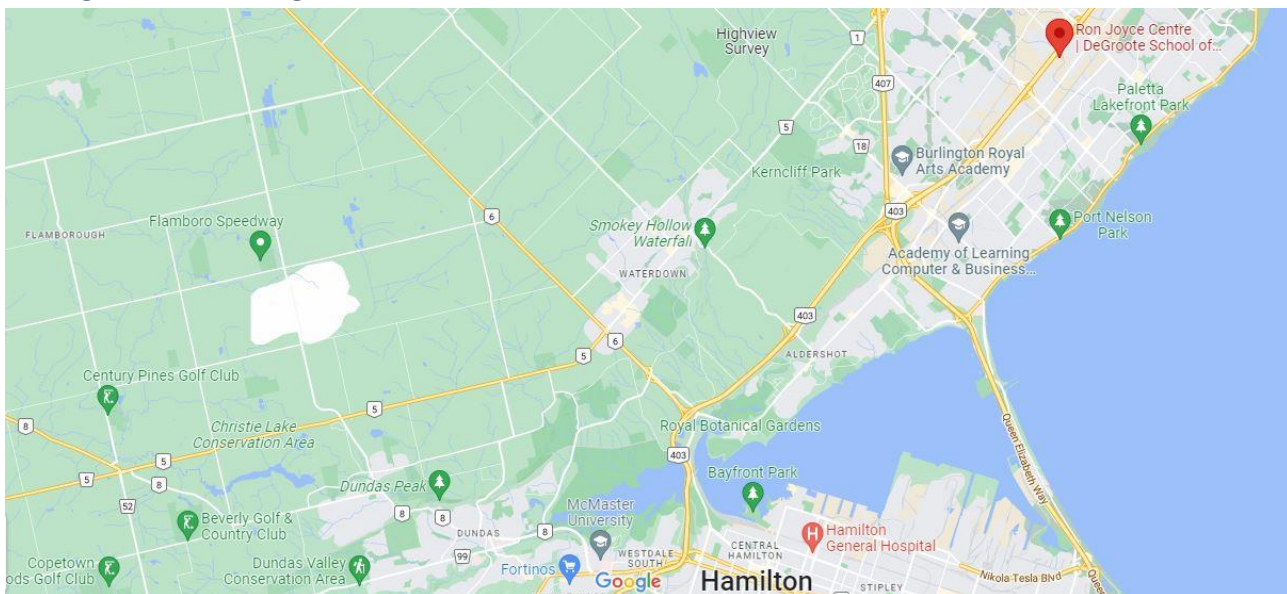
# Conference Venue Location

The DeGroot School of Business has two fully functioning campus locations. The first site can be found on McMaster's Main Campus in Hamilton. This is where the school's staff and undergraduate programs are hosted. The second location is called the Ron Joyce Centre and can be found in Burlington. This building is home to DeGroot's Graduate programs. The ISOF conference is being hosted at the Ron Joyce Centre in Burlington

## Google Map image of McMaster/DeGroot



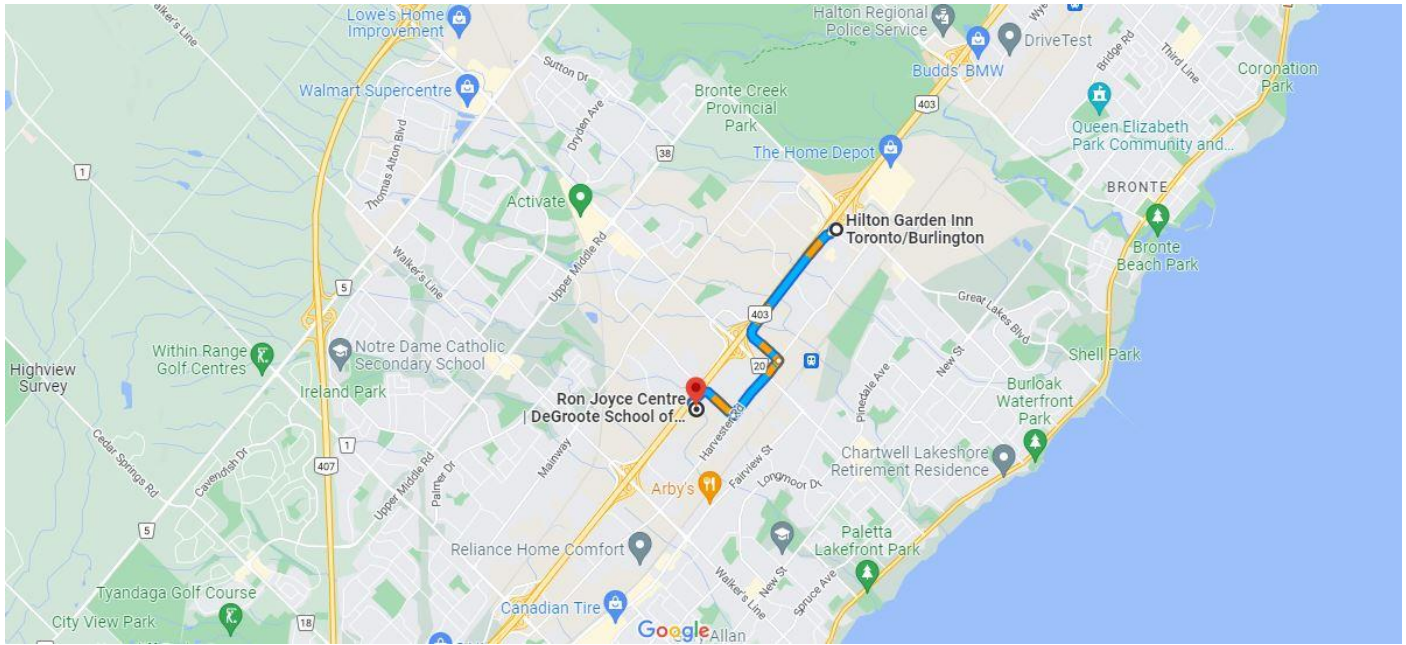
## Google Map image of the Ron Joyce Centre



# Hotel Location

- **Hotel Name** – Hilton Garden Inn
- **Hotel Address** – 985 Syscon Road, Burlington, ON I7L 5S3
- **Hotel Phone number** – 905-631-7000

Google Map image of Hotel with distance to RJC



# Conference/Campus Information

## 1. Registration/Information Desk

- a. You will be able to reach out to the main desk at the Ron Joyce Centre for any general queries.
  - a. (905)-525-9140 ext. 20536
- b. A registration table will be set-up in the atrium as you enter the Ron Joyce Centre. Here you will sign in for the conference, receive your delegate package as well as directions of where to go inside the building.
- c. If you have any conference specific questions, please visit the registration table or contact Dr. Manish Kacker.
- d. The table will be open Thursday, June 2 & Friday, June 3, 8:30 – 4:30 and Saturday, June 4th 8:30 – 2

## 2. Ron Joyce Centre Internet/Wi-Fi information

- a. Network – MacWifi
- b. Login ID – mcm1931
- c. Password – 1VP518Cogj
- d. If you lose this information, there are “WiFi” handouts available at the Front Desk

## 3. Coffee Breaks/Lunch Breaks

- a. Coffee, refreshments, snacks and lunch will be located in the “Executive Lounge”, Room 358 on the 3rd Floor. All Refreshment breaks and lunches will be held in this room during the conference
- b. Please refer to the attached conference schedule for a breakdown on timing

## 4. Conference Dinner & Transport to Dinner Venues

### Thursday, June 2 – Edgewater Manor

- Dinner will be held at the historic Edgewater Manor, which is located directly on Lake Ontario.
- Restaurant information
  - 518 Fruitland Rd. Stoney Creek, ON L8E 5A6
  - [edgewatermanor.com](http://edgewatermanor.com)
  - (905) 643-9332
- Bus travel
  - Bus Pick-up:  
Pick-up at Hilton Garden Inn  
5:30 pm Pick-up time
  - Bus Return:  
Pick-up at Edgewater Manor  
9:00 pm Pick-up time

### Friday, June 3 – The Phoenix Bar & Grill

- Dinner will be held at The Phoenix Bar & Grill, which is located on McMaster's Main Campus.
- DeGrootte faculty, students and alumni will be invited out to network and connect with conference delegates
- Restaurant information
  - 1280 Main St. West, Hamilton, ON, L8S 4L8
  - [phoenixmcmaster.com](http://phoenixmcmaster.com)
  - (905) 525-9140 ext. 24405
- Bus travel
  - Bus Pick-up:  
Pick-up at Hilton Garden Inn  
5:30 pm Pick-up time
  - Bus Return:  
Pick-up at DeGrootte School of Business, McMaster Main Campus  
9:00 pm Pick-up time

# Tourist Information

McMaster University's DeGroot School of Business operates in two different locations, with the undergraduate programs being held on McMaster's Main Campus in Hamilton, and with the Graduate programs being held at the Ron Joyce Centre in Burlington.

And while Hamilton/Burlington is nestled in between Toronto and the world-famous Niagara region, they have their own attractions that are worth checking out. If you have some free time on your hand, we recommend visiting the following

## Burlington Attractions:

- Burlington Waterfront
  - Burlington's Downtown Waterfront is a unique destination that offers both residents and visitors a place to discover, celebrate, play and relax. Located on the beautiful Lake Ontario, Burlington's Waterfront offers both incredible views, beautiful scenery as well as fun activities for individuals of all ages.
  - 1400 Lakeshore Rd. Burlington ON L7S 1Y2
- Royal Botanical Gardens
  - Part of the Niagara Escarpment's UNESCO World Biosphere reserve, Burlington's Royal Botanical Gardens, also known as "RBG" is the largest botanical garden in Canada, a National Historic Site as well as a registered charitable organization. These gardens protect and preserve 2,700 acres of environmentally sensitive areas to help improve the ecosystem from Lake Ontario to the Niagara Escarpment
  - 680 Plains Rd. West, Burlington ON L7T 4H4
  - [rbg.ca](http://rbg.ca)

## Hamilton Attractions:

- Art Gallery of Hamilton
  - Founded in 1914, the Art Gallery of Hamilton is the oldest and largest art museum in Southern Ontario with a permanent collection that is recognized as one of the finest in Canada. Embracing Canadian historical, international, and contemporary art, the collection consists of more than 10,000 works.
  - 123 King St. W. Hamilton, ON L8P 4S8
  - [artgalleryofhamilton.com](http://artgalleryofhamilton.com)
- Dundurn Castle
  - Once home to Sir Allan Napier MacNab, railway magnate, lawyer and Premier of the United Canada's (1854-1856) and his family, Dundurn Castle is a 40-room Italianate-style villa built in the 1830's on Burlington Heights, the former site of a fortified military encampment established by the British in 1813.
  - 610 York Blvd, Hamilton ON, L8R 3E7
  - [hamilton.ca/attractions/hamilton-civic-museums/dundurn-national-historic-site](http://hamilton.ca/attractions/hamilton-civic-museums/dundurn-national-historic-site)
- HMCS Haida National Historic Site
  - The HMCA Haida is a Tribal class destroyer that served in Second World War, the Korean Conflict and the Cold War. Distinguished in several historic battles, the Royal Canadian Navy's most famous ship now proudly rests in Hamilton.
  - Pier 9, 658 Catharine St N, Hamilton ON, L8L 8K4
  - [pc.gc.ca/en/lhn-nhs/on/haida](http://pc.gc.ca/en/lhn-nhs/on/haida)



# Eateries/Restaurants

In case you find yourself hungry and with some free time on your hands, please see below for a list of restaurants in the vicinity of the Hilton Garden Inn.

## Restaurants near Hilton Garden Inn

- **Tim Hortons**
  - Canada's go-to Coffee shop. Coffee, pastries and breakfasts can all be grabbed at Tim Hortons.
  - 5539 Harvester Rd, Burlington, ON, L7L 7G4
  - 5 minute car drive; 10 minute walk
- **Montana's**
  - If you are in the mood for a BBQ smokehouse, Montana's is your place. You will be able to enjoy all your BBQ favourites in this rustic setting.
  - 3537 Wyecroft Rd, Oakville, ON L6L 0B7
  - 4 minute car drive; 15 minute walk
- **Chop Steakhouse & Bar**
  - If you are in the mood for something for formal, Chop Steakhouse & Bar is a few minutes away from the Hotel.
  - 3451 South Service Rd West, Oakville ON L6L 0C3
  - 4 minute car drive; 20 minute walk

# Transportation

## Conference Travel

- For Conference travel between the Hilton Garden Inn and the Ron Joyce Centre, we will be utilizing Uber transportation. An instruction/info sheet has been included in your delegate package. While everyone has access to the DeGroot Uber account, we do encourage car-pooling/ride-sharing with each other to reduce logistical issues and to better connect with your delegates.

## Airport Travel

- For most participants, the best airport to land at would be the major international airport for the Greater Toronto and Hamilton Area – Toronto Pearson Airport ([torontopearson.com](http://torontopearson.com))
- Travelers arriving at the Pearson can reach the conference hotel via:
  - Shuttle
    - [airwaystransit.com](http://airwaystransit.com)
    - [torontopearson.com/en/transportation-and-parking/long-distance-travel-options](http://torontopearson.com/en/transportation-and-parking/long-distance-travel-options)
  - Taxi's/Limo's
    - [torontopearson.com/en/transportation-and-parking/taxis-and-limos/estimate?address=Burlington%2C%20ON%2C%20Canada](http://torontopearson.com/en/transportation-and-parking/taxis-and-limos/estimate?address=Burlington%2C%20ON%2C%20Canada)
  - Ride-Sharing Services like Uber & Lyft
    - [torontopearson.com/en/transportation-and-parking/ride-sharing](http://torontopearson.com/en/transportation-and-parking/ride-sharing)
  - Rental Cars
    - [torontopearson.com/en/transportation-and-parking/car-rentals](http://torontopearson.com/en/transportation-and-parking/car-rentals)
- There are some regional airports that may work for people traveling within Canada/from the US:
  - Hamilton - [flyhamilton.ca](http://flyhamilton.ca)
  - Downtown Toronto - [billybishopairport.com](http://billybishopairport.com)

- Additionally, there are some airports across the border that may work for some. Note that for these airports, there is a long drive from the airport to the conference hotel and travelers will need to clear customs and immigration at the border crossings.
  - Buffalo – [buffaloairport.com](http://buffaloairport.com)
  - Detroit - [metroairport.com](http://metroairport.com)