

**Engage your target audience with PIJAC Canada's
Promotional Opportunities
Price Range \$300 - \$3,300**

THANK YOU COCKTAIL PARTY

Exclusive - Make an impression and sponsor the 'Thank You Cocktail Party'. Take advantage of this opportunity to engage your target audience.

As the sponsor of this popular annual event you will receive the following visibility:

Invitation

- Your company or product logo in the show invitation cocktail details sent to 5,000 potential visitors (the print deadline for the invitation is June 7);

Signage & Show Guide – your logo will appear in the following locations:

- Prominently featured on the Thank You Cocktail Poster placed at the entrance of the show and of the cocktail room;
- The 'Thank You' sign placed on each cocktail table & at the bar;
- The complimentary cocktail tickets distributed to each visitor at the entrance of the cocktail.
- The 'Schedule of Events' in the Show Guide (print deadline for Show Guide is July 12);
- The 'Sponsorship Thank You Section' of the Show Guide;

(Sponsor is responsible for providing logo)

Attendees will be served a complimentary cocktail and an array of gourmet hors-d'oeuvres.

Investment: \$2,400 or \$1,200 (co-sponsor with PIJAC Canada)
An additional 15% will be added to the cost listed above for non-members.

OFFICIAL TRADE SHOW BAG:

During the 2009 trade show season, an estimated 3,700 visitors picked up the official trade show bag. For 2010 we are offering a sturdy BIODEGRADABLE plastic bag. This walking billboard is an ideal way to target each buyer with your company logo and message. The bag is available as an exclusive opportunity (must exhibit at all four shows) or on a per show basis.

(Exhibitor is responsible for providing logo)

Investment: Exclusive Sponsorship – all 4 shows: \$3,300 (3,700 visitors in 2009)
Expozoo only: \$1,000 (1,155 visitors in 2009)
An additional 15% will be added to the cost listed above for non members.

IT'S IN THE BAG!

Distribute your promotional material to each buyer without lifting a finger. Have your sample placed in the official biodegradable trade show bag given to each visitor as they enter the show. This is an excellent tool to gain maximum exposure for your product.

(Exhibitors interested in exclusivity must exhibit at all four shows)

Investment: Exclusive Sponsorship – all four shows: \$1,500
Expozoo only: \$500
An additional 15% will be added to the cost listed above for non members.

BADGE LANYARDS:

Ensure everyone is wearing your logo. Provide the badge lanyards and every buyer will be wearing your company. Not only will an estimated 3,700 people be sporting your name, they will also see it around the necks of every other visitor they pass at the show.

(Company is responsible for providing and shipping their lanyards on the day before the set up day. Lanyards must be approved in advance by PIJAC Canada)

(Exhibitors interested in exclusivity must exhibit at all four shows)

Investment: Exclusive Sponsorship – all 4 shows: \$2,600 (3,700 visitors in 2009)

Expozoo only: \$800 (1,155 visitors in 2009)

An additional 15% will be added to the cost listed above for non-members.

BANNERS:

All eyes are on you! Hang your company or product banner where everyone can see it. Buyers will see your banner again and again as they walk the show floor.

Main Entrance Banner (2 options):

- Banner in the restaurant area, facing the registration area;
- Banner next to the restroom entrance, facing the registration area;

(Exhibitors are responsible for providing and shipping their banner to the show site before the setup day and for picking up the banner at the end of the show at the PIJAC booth)

Investment: \$300 each

An additional 15% will be added to the cost listed above for non members.

THE NEW PRODUCT SECTION:

Exclusive - The 'New Product Section' is **the guaranteed hot spot** at any PIJAC Canada tradeshows. Every buyer flocks to this section to check out the latest products the industry has to offer. It is the most trafficked section of the show floor.

As the sponsor of this popular annual event you will receive the following visibility

Signage:

- Your logo on two 6' signs placed at both entrances of the 'New Product Section';
- Your logo on the 'Sponsor Thank You' signage at the front of the show

Show Guide:

- Your logo in the 'Sponsorship Thank You Section' in the Show Guide;

(Sponsor is responsible for providing logo)

Investment: \$ 3,000

An additional 15% will be added to the cost listed above for non members.

Promotional Opportunities ORDER FORM

COMPLETE THE ENTIRE FORM AND FAX IT TO PIJAC CANADA AT 613-730-9111

	Investment
Thank You Cocktail Party	\$2,400 \$1,200 (co-sponsor with PIJAC)
Official Trade Show Bag	Exclusive (all 4 shows): \$3,300 Expozoo: \$1,000
It's in the Bag – items in bag	Exclusive (all 4 shows): \$1,500 Expozoo: \$500
Badge Lanyards	Exclusive (all 4 shows): \$2,600 Expozoo: \$800
New Product Section	\$3,000
Banners	Foyer/Restaurant : \$300 Foyer/Restrooms : \$300

Tax not included

An additional 15% will be added to the cost listed above for non members.

Promotional Opportunities ORDER FORM

COMPANY NAME:	_____
NAME:	_____
ADDRESS:	_____
CITY:	_____
PROVINCE:	_____
POSTAL CODE:	_____
TELEPHONE:	_____
FAX :	_____
EMAIL:	_____
CHOSEN PROMOTION :	_____
TOTAL \$:	_____
• CHEQUE	<input type="checkbox"/>
• VISA #	_____
• MC #	_____
SIGNATURE :	_____
Ex:	_____
Ex:	_____
DATE:	_____

TECHNICAL DETAILS FOR SENDING LOGOS

Halftone screen 133 lines (must be .tif, .eps based images at 266 dpi)
Logos may be supplied on CD with a colour proof or via email.

TERMS AND CONDITIONS:

Full payment should be done before the show by **Visa/Master Card or cheque**. No refunds allowed. Deadline to send in your logo or text is **July 5th, 2010**. All logos that are to appear on any of these promotional opportunities are the responsibility of the exhibitor. Please e-mail your logo information to Josée Newton at projects@pijaccanada.com or mail logo on a CD to the attention of:

PIJAC Canada
2495 Lancaster Road, Suite 202
Ottawa, ON, K1B 4L5

**Any request MUST BE accompanied by this completed form
and must be paid in full.**