

Engage your target audience with PIJAC Canada's **Promotional Opportunities** Price Range \$200 - \$3,300

OFFICIAL TRADE SHOW BAG:

During the 2009 trade show season, an estimated 3,700 visitors picked up the official 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
The Western Pet Expo only: \$500
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 4 shows: \$1,500
The Western Pet Expo only: \$200
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
The Western Pet Expo only: \$300
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 tradeshow. 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: \$ 1,500
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
Official Trade Show Bag	Exclusive (all 4 shows): \$3,300 The Western Show: \$500
It's in the Bag – items in bag	Exclusive (all 4 shows): \$1,500 The Western Show: \$200
Badge Lanyards	Exclusive (all 4 shows): \$2,600 The Western Show: \$300
New Product Section	\$1,500

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 #	_____	Ex:	_____
• MC #	_____	Ex:	_____
SIGNATURE :	_____	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 **March 12, 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.