



CANADIAN NATIONAL EXHIBITION
AUG 19 TO SEPT 5 | 2016
LET'S GO TO THE EX!  THEEX.COM

ON-SITE BRANDING & PROMOTIONS

Boost Your Brand & Booth Traffic With On-Site Branding & Promotion Packages!

Are you looking for a way to stand out from the crowd, drive traffic & create awareness?

Take advantage of our **On-Site Branding & Promotions** that will give your company a significant presence at the fair and capture the attention of our 1.4 – 1.6 million visitors.

There is more than one way to participate - We offer affordable options!

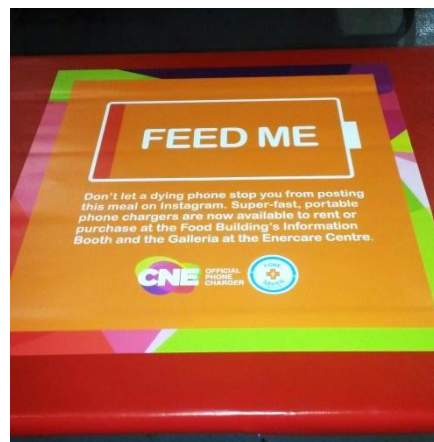
Review our full range of branding & promotion opportunities and find the right fit for your business needs. **All packages are available on a first come, first served basis.**

FOOD BUILDING TABLE TOPICS

PRICE: 2 ft. x 2 ft. \$400 | 3 ft. x 3 ft. \$500 | Full Table \$650

Be the center of everyone's conversation when you host tables throughout the Food Building. This delicious branding opportunity allows you to place customized table decals on picnic tables or cruiser tables in the Food Building.

Mix and match as much as you want. There are a variety of options available for this high profile opportunity!



Food Building Table Topics Sample

FLOORPLAN HIGHLIGHT

PRICE: \$300 /booth

Don't miss your chance to be featured on the floorplan. All eyes will be on your booth space when we colour highlight your location. Logo opportunities are available for booths larger than 400 sq. ft.



AISLE BANNER SIGNAGE

PRICE: \$1,500 /aisle (ECC ONLY)

Make sure all visitors attending the CNE know where to find your booth by branding an aisle banner. These 2 ft. wide x 8 ft. high banners will hang along aisle 4000 so everyone can easily find you.

SHOW ANNOUNCEMENT

PRICE: \$1,500 /day (ECC & ACH ONLY)

(Price includes two announcements)

Do you have a special activity at your booth that requires instant attention? Perhaps it is a prize winner announcement or a celebrity signing his or her latest book?

An announcement will give you a burst of booth traffic when you need it most.

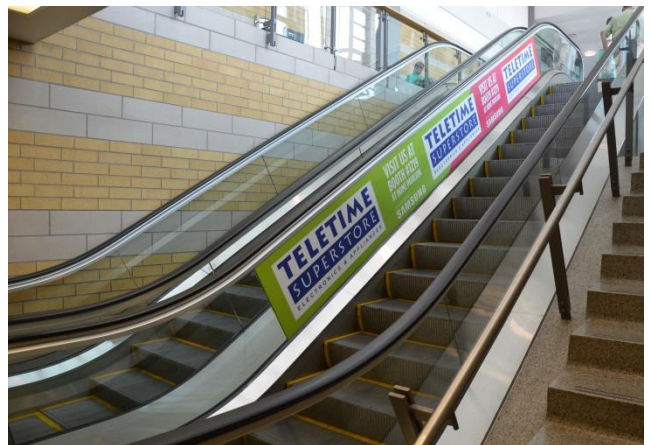
"Ladies & Gentlemen, Boys & Girls Welcome to the 2016 Canadian National Exhibition. We invite you to visit Booth XXX – Company Name...."

ESCALATOR GLASS PANELS

PRICE: Partial \$500 | Full \$1,500 (ECC ONLY)

Promote your company from the parking garages into the Enercare Centre!

Place your company's logo, brand and booth number on decals adhered to the escalator panels throughout the Enercare Centre.



COSTUMED CHARACTERS

PRICE: \$500 /hour (ECC ONLY)

It's alive! Breathe life into your presence at the CNE by having your "walking advertisement" or "living banner" in the Enercare Centre Galleria. It's sure to create a buzz for your products, characters or properties.

Create a photo opportunity and entertain guests while reaching your target audience and making a lasting impression. Guidelines and restrictions apply.



GALLERIA WINDOW CLINGS

PRICE: 4 ft. x 4 ft. \$600 | Full \$1,500
(ECC ONLY)

Place your company logo and booth number or show special on window clings. This is a great way to capture the attention of CNE visitors from the beginning and remind them of your booth location.

METER BOARD

PRICE: \$500 /each (ECC & ACH ONLY)

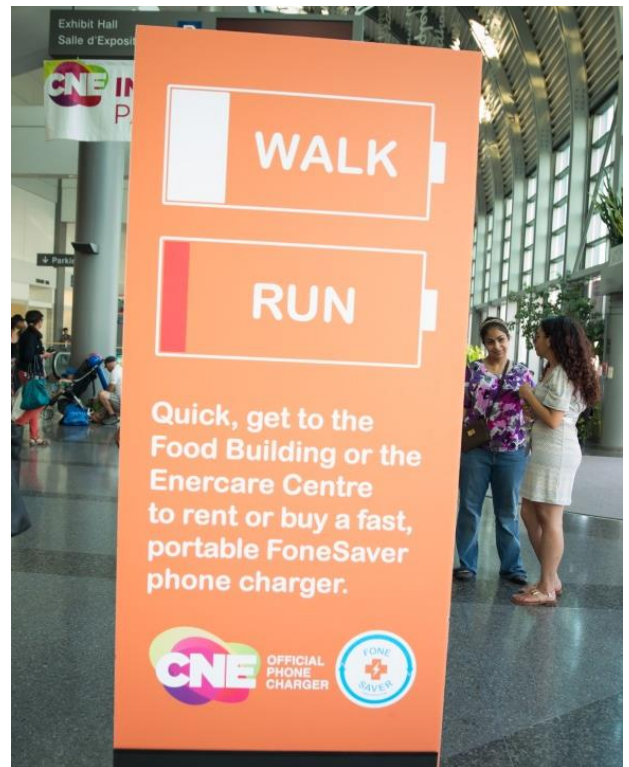
Located in high traffic locations, 3 ft. x 6ft. meter boards are a great way to get your message to the masses and advertise your booth.

Your company name, logo, booth number and promotional information will be featured on meter board signage placed in a prominent location to drive customers to your space and maximize your success at the fair.

CARDBOARD CUT-OUTS

PRICE: \$800 /each (ECC & ACH ONLY)

Can't be everywhere? Place your brand in front of every attendee at the CNE and drive them to your booth with economical cut-outs.



Meter Board Sample



ENTRANCE & EXIT SAMPLING

PRICE: \$450 /hour

Want to get your product or information in the hands of everyone?

Positioned at key entrance & exit points, your team will distribute product to a captive and engaged audience through this exciting sampling program.

BENCH ADVERTISING

PRICE: 1 ft. x 2 ft. \$300 | 1 ft. x 3 ft. \$400

Book the best seats in house and promote your booth on our brightly coloured benches. Bench advertising opportunities are available throughout the Enercare Centre, Food Building and the Arts, Crafts & Hobbies Pavilion.

FLOOR DECALS

PRICE: 2 ft. x 2 ft. \$400 | 3 ft. x 3 ft. \$500

One of the most visible opportunities at the show, a custom carpet sticker will easily capture the attention of visitors and lead them directly to your booth.

Great for new product introductions and surprise booth giveaways!



Floor Decal Sample

BOOTH DROP SERVICE

PRICE: \$200 /drop (ACH or Food Building) | \$350 /drop (ECC)

Need something delivered to every Exhibitor on the show floor during the CNE? Maybe you offer a service or have a special offer you want to talk to them about. Let us deliver it for you overnight so it can be seen first thing in the morning. Show rules prohibit the mass distribution of materials outside of your booth, except by this opportunity.

Visibility: With over 1500 exhibitors and numerous sales staff in each booth across 3 buildings, your promotional piece or incentive can draw some potential new business opportunities and future clients.

Duration: August 20 - September 5, 2016

Delivery: Drop off your collateral to us by 8pm the night before and we will deliver it to every booth in the specified buildings by 9am the next day. One booth drop per business per day. Total of 5 booth drops available daily.

ADDED OPPORTUNITY

PRICE: TBD

Interested in a branding or promotion opportunity not listed? You know your business best, and we are happy to work with you to create a custom opportunity. Call Show Management for details.

Note: ECC refers to the Enercare Centre / ACH refer to the Arts, Crafts & Hobbies Pavilion

Learn More & Order Your Package Today

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