



Wednesday, September 16, 2015
Thursday, September 17, 2015
ANCASTER FAIRGROUNDS

BEST PROMOTION AWARD

EXHIBITOR NAME: _____ BOOTH # _____

CONTACT NAME: _____

TEL: (____) _____ CELL: (____) _____

E-MAIL: _____

**Connect – Engage – Entertain – Inspire – Reward
= PROFITABLE RESULTS**

Stand out from the crowd by developing a strategic and measurable marketing mix designed to improve product sales and your brand image. The winner will be determined based on promotion plans, examples and samples submitted by exhibitors prior to the event.

What promotional tactics are you using to draw visitors to your booth at Expo?

- ☐ Publication Advertising _____
- ☐ Print VIP Pass distribution _____
- ☐ Electronic VIP Pass distribution _____
- ☐ Product launches _____
- ☐ Sports or TV Celebrity Endorsement(s) _____
- ☐ Show Specials _____
- ☐ Cause, social or environmental fundraisers _____
- ☐ Customer Loyalty Programs _____
- ☐ Product Giveaways _____
- ☐ Digital Media _____
- ☐ Social Media _____
- ☐ Mobile App _____
- ☐ Web site _____

If you believe that you qualify for this prestigious award, please complete this form and return it by **August 17, 2015** with a detailed plan of the marketing tactics you are using to boost your profits.

FAX BY AUGUST 17, 2015 TO 905 875-3942 OR EMAIL: SHOWINFO@LOTHRIVE.COM

Produced by:



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