



2020 ADVERTISING OPPORTUNITIES

YOUR Canadian Poultry Showcase!
NOVEMBER 4-5, 2020

COMPANY NAME: _____

CONTACT NAME: _____ EMAIL: _____

CPX OFFICIAL PROGRAM

10,000+ to be distributed across Canada, through insertion into a major Ag Publication (6 weeks prior to CPX), and to be handed out at both admission gates.

- | | |
|---|--|
| <input type="checkbox"/> PREMIUM PAGE 8.5"(W) x 5.5"(H)
(ISF, P 3, ISB, Back Cover) \$ 2,500 | <input type="checkbox"/> 1/4 PAGE 4.25"(W) x 2.75"(H) \$ 600 |
| <input type="checkbox"/> FULL PAGE 8.5"(W) x 5.5"(H) \$ 1,700 | <input type="checkbox"/> BUSINESS DIRECTORY 4.25"(W) x 1.75"(H) \$ 250 |
| <input type="checkbox"/> 1/2 PAGE 4.25"(W) x 5.5"(H) \$ 950 | <input type="checkbox"/> COLOUR LOGO NEXT TO COMPANY LISTING IN EXHIBITOR DIRECTORY \$ 100 |

CPX WEBSITE

Advertise your products and services to a targeted poultry audience!

- | | |
|---|--|
| <input type="checkbox"/> LOGO ON INTERACTIVE MAP \$ 200
• Search by company name, product type, key word or by tradeshow hall
• Logo appears next to company name on the drop down menu | <input type="checkbox"/> VIDEO/ADVERTISEMENT ON CPX WEBSITE \$ 350
per mo.
• video size – 300px x 250px; video length 45-60 sec.
• advertisement – 4.25" W x 5.5" H |
|---|--|

SOCIAL MEDIA

- | |
|---|
| <input type="checkbox"/> SOCIAL MEDIA POSTS \$ 125
• 5 posts on CPX Social Media channels. Content to be provided by advertiser.
Allow 10 business days for processing. |
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ADVERTISING PROMOTION

Advertise CPX (dates, location website) on roadside signage at your place of business. Send us a photo. Must be in place October 1, 2020 through November 6, 2020. One participating company will be randomly drawn to receive a FREE 1/2 page ad in the 2021 CPX Official Program and a \$500 gift card for Bentley's Bar Inn & Restaurant, Stratford.

BUNDLE PACKAGES

- | | |
|--|---|
| <input type="checkbox"/> PREMIUM PACKAGE \$2,350 = \$ 1,500
✓ Half Page ad in CPX Official Program (\$950 value)
✓ Video/Advertisement on CPX Website (3 mon. min) (\$1,050 value)
✓ Logo on interactive map (\$200 value)
✓ Colour logo in Exhibitor Directory (\$100 value)
✓ 2 free All Access Exhibitor Passes (\$50 value)
✓ 10 Social Media Posts | <input type="checkbox"/> LOGO BONUS PACKAGE \$300 = \$ 200
✓ Logo on interactive map (\$200 value)
✓ Colour logo in Exhibitor Directory (\$100 value) |
| | <input type="checkbox"/> AGCAREERS RESUME BLITZ \$ 0
Promoted to College & University seniors and graduate students from agriculture programs . Thursday November 5th from 9am - 11am. |

ART SUBMISSION & DEADLINES

Advanced Booking Deadline (save 10%) – **JUNE 15, 2020**
Booking Deadline – **JUNE 1, 2020**
Artwork Submission Deadline – **JUNE 10, 2020**
Minimum Bleed & Trim Marks – **0.25"**

ALL ADS MUST BE APPROVED BY CPX MANAGEMENT. ALL ADS ARE FULL COLOUR.
Files are to be submitted as HIGH RESOLUTION (300DPI) TIFF/JPG/PDF. Pre-payment only. Design assistance is available and will be billed at \$30/hour. Ads must meet these specifications or charges will apply at \$30/hr for alterations.
Art Submission: All files under 8MB can be emailed to programming@poultryxpo.ca, larger than 8MB call 519-838-0117 ext. 703 for submission details.

Artwork received after the deadline will be subject to a \$100 late fee.

PAYMENT OPTIONS - prepayment required

Sub-Total: _____ + FEES _____ + HST (13%): _____ = TOTAL: _____ **CDN FUNDS**

SELECT OPTION: **PAYMENT TERMS:** Payment due upon receipt. Interest of 24% per annum charged on overdue payments.

- CHEQUE** Make payable to Canadian Poultry XPO. (MAIL TO: 305-660 Speedvale Ave W, Guelph, ON N1K 1E5)
- E-TRANSFER** to accounting@poultryxpo.ca (Please send answer to security question to same email.)
- VISA/MASTERCARD** (2% service charge applies)

Card # _____ / _____ / _____ Expiry mm/yy _____ CVV# _____ Name on Card _____ Signature _____

- BANK WIRE TRANSFER** - Contact accounting@poultryxpo.ca for details (\$32.50 bank fee applies)

EMAIL this form to programming@poultryxpo.ca or FAX this form to 519-821-4266 or CALL 519.838.0117 Ext. 703 to give payment information