



seasons CHRISTMAS SHOW

crafted by **MAKE** *feel*

NOVEMBER 16–18, 2018
THE INTERNATIONAL CENTRE, HALL 5

HELP SPREAD THE WORD!

If every exhibitor brought 10 new visitors to the show that would be an additional 3,000 people that YOU have the opportunity to sell to.

VIP TICKET PROGRAM! We will be sending you 20 complimentary tickets to give to key clients. If you need more, you can order them from us! The first 20 redeemed are at no charge to you, after that, should you use more than 20 you will be charged back at the discounted rate of \$8.

DISTRIBUTE SHOW COUPONS everywhere possible; in-store, at shows, put them in every bag of every customer. Let us know if you need more!

POST THE SHOW BANNER on your blog or website and on your social media channels! Everyone should know where you will be selling your products and services. The Show banner is available in the online exhibitor kit (seasonsshow.com/exhibitor-manual)

FACEBOOK is a great place to build relationships and have conversations with consumers! Keep your text short and sweet, post great photos, share information about the show and hold ticket contests.

TWITTER will keep the conversation going. Keep in mind that posts with photos result in higher engagement and don't forget to include #seasonsshow.

INSTAGRAM is the place for clear, bright, gorgeous photos of your products! Don't forget to include our hashtag #seasonsshow and follow us @seasonschristmasshow.

WHAT ARE WE DOING? In addition to a comprehensive marketing plan, we will be working with a creative agency, Karma Creative Solutions, to promote the show and your participation, on social media. We'd love to feature your product, please email your favourite photos to Jo Riding (jo@karmacreativesolutions.ca).

AND LAST BUT NOT LEAST... Let's get social. Follow us, tag us and use the hashtags!

 facebook.com/seasonschristmasshow

 twitter.com/seasonsshow

 instagram.com/seasonschristmasshow

 pinterest.com/seasonsshow



Together, we can make this the best show yet!