

The selling proposition (What's your single most important selling point?):

Creative recommendations (important details to be included in the advertisement and any suggestions about layout):

Local considerations (including competition, perceptions of Canadian products, and cultural differences):

Are photographs available (if appropriate) to include in your advertisement? If yes, specify:

Call to action [Specifically, how can the audience respond for more information other than by attending the show? For example, "Contact the post(s)." Provide addresses and telephone numbers.]:

Media recommendations (publications, contact names and phone numbers of media reps, size, colour, markets, industry sectors):

Evaluation criteria and methods (How do you plan to track and evaluate results of the advertising?):