

Management Resources commitment was to conduct promotions in each of the 14 markets for a total of 56 promotions; all to take place over a 13 month period. The 13 month period could have ended with Expo's opening month of May. As it turned out, Management Resources conducted over 72 target market promotions and Expo extended the contract through the end of the Exposition. The promotions Management Resources conducted ranged from "grass roots" promotions with special events such as holiday parades in which Helium Ernie appeared, to national promotions with partners such as the Disney Channel on cable television, in which the Expo message was broadcast to over 2.5 million households. The majority of the target market promotions Management Resources conducted included a media partner whose demographics met Expo's requirements. On Expo's behalf, Management Resources leveraged as much media exposure as possible.

Expo Centre opened in May of 1985 to showcase what was to come in May of 1986. Management Resources felt that this "preview show" was outstanding with the highlight being a film on the world's largest OMNIMAX screen. This feature, combined with an audience participation show called "Future's Theatre", provided an excellent forum for early awareness/promotion activity. This also provided an excellent opportunity to begin working with Expo Media Relations, British Columbia Tourism, Canadian Pacific Airlines, Holland America Cruise Lines and local hotels. Management Resources put together a series of remote radio broadcasts from the Expo site, Vancouver and Victoria. It provided Expo the opportunity to raise awareness levels at a minimal cost. Seven remote broadcasts took place during Expo Centre's six-month run between May and October of 1985. Radio stations meeting the demographic criteria from Los Angeles, San Diego and San Francisco came to Vancouver via Canadian Pacific Airline; did a live, remote broadcast on location and in some cases, traveled beyond to Victoria and other parts of British Columbia. These stations publicized their remotes with a minimum of two-week, on-air time prior to their visits and took prize winners along with them.

Management Resources conducted remotes after the closing of Expo Centre in October of 1985 to prepare for the 1986 opening. Participating stations viewed the Expo remote as an opportunity to set themselves apart from their competition and loved bringing the preview first hand with interviews with Expo officials, international participants, etc. to their listening audiences.