

**What other communications activities are planned to promote the trade show?:**

**Industry sector information** (attach relevant publications and material):  
List in order of importance and identify specific products.

## **Advertising summary**

**Fiscal year:**

**Budget** (including placement, 8% DSS service charge, creative fees and production)

**Advertising objective(s)** (What do you want to communicate in the ad? What do you hope to achieve?):  
List in order of importance.

**Target audience(s)** (Who are you trying to reach?):  
List in order of importance.