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# Corporate Sponsors at the Canada Pavilion

A limited number of companies are being offered sponsorship opportunities in the Canada Pavilion.

The size, quality and prestige of Expo'92 will provide corporate sponsors of the Canada Pavilion with international exposure to visitors—business, professional and recreational, during 1992. Canada Pavilions at previous world expositions have consistently been leaders in design and visitor attendance.

The Canada Pavilion will enable corporate sponsors to establish a profile among the 3.2 million visitors expected to tour the pavilion. Through their own marketing activities, sponsors would heighten the visibility of their association with the Canada Pavilion, both on the Expo site and in Canada.

The Canada Pavilion will provide a dynamic environment for corporate entertainment and networking. Through organized pavilion and site tours, events and receptions, corporate sponsors will be exposed to influential political and business leaders in the European community and the rest of the world.

## Inside Guide Magazine Limited to Publish FUTUR

Inside Guide Magazine Limited of Toronto has recently joined the growing number of corporate sponsors by signing on as the publisher of the Canada Pavilion official magazine: FUTUR.

Distributed in the VIP lounge of the Canada Pavilion as well as through Canadian missions abroad, FUTUR will profile Canada as a country to do business with, to invest in and to visit.

Getting your voice heard in Europe has never been so simple! Call Denise Castonguay today at (416) 962-9184 to reserve your advertising space and join FUTUR!

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# Canadian Zinc Covers Canada Pavilion

*Zinc facade of the Canada Pavilion is the result of a unique sponsorship effort*

Members of the Canadian Zinc Industry have joined together to sponsor the zinc facade for the Canada Pavilion at Expo'92 in Seville, Spain. The facade completely covers two exterior walls of the pavilion.

The zinc companies sponsoring the facade include **Cominco Ltd., Curragh Resources Inc., Falconbridge Limited, Hudson Bay Mining Company, Metall Mining Corporation, Noranda Minerals Inc., Teck Corporation** and **Westmin Resources Limited.**

Designed by Vancouver architect **Bing Thom**, the Canada Pavilion will be one of the most distinctive zinc-clad structures in the

world. The two facades and the wrap-around to the other walls will cover 3,200 square metres of space with one metre square sheets of pre-weathered zinc weighing around 50 tonnes.

"Zinc is one of the most versatile metals and is recyclable," Mr. Thom said. "The exterior wall of the Canada Pavilion demonstrates the beauty of zinc, a product that naturally and permanently retains its initial colour and patina. The material will take on a 'life' and an 'inner glow' that will give the pavilion a striking and ever-changing image throughout the day and night."

The use of zinc on the Canada

Pavilion ties in with the main theme of the exposition: The Age of Discovery. 'Discovery' will be manifest in part through the architectural achievements of pavilions at Expo'92.

Zinc has been used widely in architectural applications in Europe for many years," said Stephen Wilkinson, spokesman for the Canadian Zinc Industry. "This is an example of how versatile zinc is and we hope that by sponsoring projects such as this we can develop the market for zinc in architecture in North America. Currently zinc is used primarily for the galvanizing of steel, die casting and in the production of brass and zinc oxide."