



Spide In Dairy

2019 ADVERTISING OPPORTUNITIES

YOUR Canadian Dairy Showcase!
APRIL 3-4, 2019

CDX OFFICIAL PROGRAM

- 28% of CDX attendees from 2018 heard about CDX via the CDX Official Program
- 10,000+ distributed to all dairy producers across Canada, 6 weeks prior to CDX
- Inserted into March issue of the Milk Producer, and handed out at admission gates

* **ALL ADVERTISERS GET:** Free colour logo in Exhibitor Directory, Free CDX tickets

- | | |
|--|-----------------|
| <input type="checkbox"/> PREMIUM PAGE* 8.5"(W) x 5.5"(H)
(ISF, P 3, ISB, Back Cover)
6 FREE tickets (\$150 value) | \$ 2,500 |
| <input type="checkbox"/> FULL PAGE* 8.5"(W) x 5.5"(H)
4 FREE tickets (\$100 value) | \$ 1,700 |
| <input type="checkbox"/> 1/2 PAGE* 4.25"(W) x 5.5"(H)
2 FREE tickets (\$50 value) | \$ 950 |
| <input type="checkbox"/> BUSINESS DIRECTORY 3.5"(W) x 2"(H)
FREE colour logo | \$ 250 |
| <input type="checkbox"/> COLOUR LOGO NEXT TO COMPANY LISTING IN EXHIBITOR DIRECTORY | \$ 100 |

CDX WEBSITE

Advertise your products and services to a targeted dairy audience!

- | | |
|--|--------------------------|
| <input type="checkbox"/> COLOUR LOGO ON INTERACTIVE MAP
• Search by company name, product type, key word or by tradeshow hall to find exhibitors
• Colour logo will appear next to your company name on the drop down menu when searched
• Once your company name is selected your exact location will appear on the exhibitor tradeshow hall layout with your logo on your exhibit location | \$ 200 |
| <input type="checkbox"/> CORPORATE VIDEO OR WEB BANNER
• links to your website
• cross promoted on social media channels (Facebook & Twitter)
• (min. 3 months) (300px x 250px), 45 - 60 sec. | \$ 350
per mo. |

PRE-PAYMENT INFORMATION

Company Name: _____ Company Contact: _____

Sub-Total: _____ + HST (13%): _____ = TOTAL: _____

PAYMENT OPTIONS (Circle One):



* e-Transfer Info: add cdxpayment@dairyxpo.ca to your recipients.

Answer must be: cdxpayment

* Cheques made payable to Canadian Dairy XPO

CC # _____ Expiry (mm/yy) _____ CVD _____ Name on Card _____ Signature _____

PREMIUM OPPORTUNITIES



LOOKING FOR NEW STAFF?

\$ 0

THE RESUME BLITZ IS AVAILABLE TO ALL EXHIBITORS AT NO COST!

- Promoted to College & University seniors and graduate students from dairy and agriculture programs. Students will be onsite Thursday April 4th from 9am - 11am to drop off resumes at your exhibit.
- By participating in the resume blitz program, you will get the following:
1. Signage at your exhibit indicating that you are participating in the resume blitz
 2. Bolded company name in exhibitor directory
 3. A chance to meet one-on-one with motivated dairy youth looking to secure employment

PREMIUM PACKAGE ~~\$ 2,350~~ = **\$ 1,500**

- ✓ Half Page ad in CDX Official Program (\$950 value)
- ✓ Corporate video/Web Banner (3 mon. min) (\$1,050 value)
- ✓ Logo on interactive map (\$200 value)
- ✓ Colour logo next to company name in exhibitor directory (\$100 value)
- ✓ 10 mentions on CDX social media channels (Facebook and twitter)
- ✓ 2 free tickets (\$50 value)

LOGO BONUS PACKAGE ~~\$ 300~~ = **\$ 200**

- ✓ Colour logo on interactive map (\$200 value)
- ✓ Colour logo next to company listing in exhibitor directory of CDX Official Program (\$100 value)

ART SUBMISSION & DEADLINES

ALL ADS MUST BE APPROVED BY CDX MANAGEMENT. ALL ADS ARE FULL COLOUR.

CORPORATE VIDEO: ad dimensions 300 X 250 pixels. Video length 45 secs to 1 min. File type is MPEG format. Pre-payment only.

CDX OFFICIAL PROGRAM: Booking Deadline - November 23, 2018. Art Submission Deadline - December 14, 2018.

Files are to be submitted as HIGH RESOLUTION (300DPI) TIFF/JPG. Please include minimum bleed & trim marks of 0.25". Pre-payment only. Design assistance is available and will be billed at \$30/hour. Ads must meet these specifications or charges will apply at \$30/hr.

Art Submission: All files under 8MB can be emailed to donna@dairyxpo.ca, larger than 8MB call 519-838-0117 ext. 704 for submission details.

EMAIL this form to programming@dairyxpo.ca or FAX this form to 519-821-4266 or CALL 519.838.0117 Ext. 703 to give payment information