

MAX OUT *Your* BRAND!

PERFORMANCE



Preferred Promotional Products Supplier of Choice



BRAND ENGAGEMENT

Promotional products engage your audience leaving a lasting impression of your brand that will continue throughout the useful life of the product



88%
Total Recall

88% of consumers recall the advertiser's name on promotional products; 62% recall the advertiser's message

YYCfit

health & fitness expo

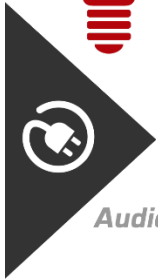
Are you an Early-Bird Exhibitor?

Ask about Early-Bird promotional specials!



Order Deadlines for promotional products:

* BONUS * Early-Bird Specials: Nov 30, 2016
Regular Items & Show Specials: Apr 30, 2017



POWER OF PROMOTIONAL PRODUCTS

Audience focused

Useful & impactful

Easily distributed = viral

Tangible & long-lasting

Higher perceived value



8 out of 10 people **LIKE** receiving promotional products

20% make a purchase

TOOLKIT: TANGIBLE MARKETING



MARKETING EXECUTION

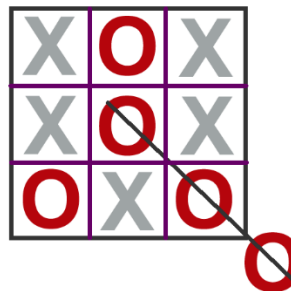
- + Vast product resources
- + Latest trends & technology
- + Beyond just selling products
- + Experienced advice
- + Industry experts
- + Saves you money

- ✓ Branded Merchandise
- ✓ Custom Apparel
- ✓ Promotional Products
- ✓ Trade Show Displays
- ✓ Large Format Graphics



EXHIBITOR BENEFITS

- Exhibit design *SPECIALS* on core items (tents, retractable banners, custom table cloths)



- Promotional giveaway packages **SAVE 15-25%**

- **10% OFF** additional promotional purchases as YYCfit Expo exhibitor

Research provided by: Promotional Product Professionals of Canada (PPPC); Advertising Specialty Institute (ASI); Promotional Products Association International (PPAI)



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