



SEMINAR SPEAKING RESERVATION

Sheraton Parkway Hotel, Markham

APRIL 19, 2018 | 8:30 am to 4:30 pm

SPEAKING OPPORTUNITY. DELIVER A TALK AT THIS EVENT. GET NEW CUSTOMERS.

What is this about?

The **Canadian Print & Mail Vendor Fair** gives companies which buy printing and mailing services an easy way to evaluate potential new suppliers; get up-to-speed on new technologies and methods for print/mail; meet and network with their colleagues and industry experts; and attend educational sessions which address their challenges and expand their insights on all forms of marketing, business development, distribution & delivery, customer service, and loyalty. Attendance is free and there is no limit on the number of delegates from any company.

How do I book a presentation time & room and become a speaker?

If you choose to speak, you'll get one full conference room for one hour, and it includes the opportunity to provide delegates with literature and handouts; to meet and discuss the prospects' needs and projects; to collect as much information as you wish from the attendees; to learn what clients and prospects are looking for in today's marketplace; and to generate new sales leads for you or your team. Room includes a/v equipment, refreshments and note pads etc.

Can I talk about any topic I choose? How much does it cost?

Yes. This event is designed to permit attendees to meet with the exhibitors and discuss their printing, mailing and distribution needs. However, delegates have a wide range of related needs for which they'll be seeking insights, advice and new ideas. As a Fair, it is designed for fast setup, inexpensive costs, and an informal and welcoming atmosphere. With a good topic and strong, non-promotional talk, you'll connect face-to-face with potential new customers. Most of the delegates will be from the GTA. **Booking Fee:** \$295.00 plus HST. Payment at time of booking.

How is the Fair being promoted? Where will the delegates come from?

The Fair is being promoted to a wide audience from the Greater Toronto Area and surrounding business districts. We'll be inviting attendance from the readers of *DM magazine*, the members of the Markham Board of Trade and other local boards of trade, business associations, and member groups in the GTA and York Region. We'll also be mailing 20,000 postcard invitations to local businesses, retailers, proven mailers, coupon issuers, and more. The Fair will also be promoted online and by email to readers of the full roster of Lloydmedia publications, with an emphasis on segments of the audience who typically buy print and mail services.

What does my investment in a speaking slot include?

You get a conference room for 1 hour; a business card-sized ad in the April Issue of Direct Marketing magazine; inclusion in **the Fair Guide** (*see right*) which will be given to everyone who attends; mention in all promotional material and handouts; unlimited attendance for your staff; a presentation room, a/v support, and an audience. You can present any topic you wish and can address any insights, promotions, or offers for the attendees.

Do I get a list of attendees afterwards?

Delegates do not have to register in advance to attend the Fair. However, we will be adding a unique code on each postcard mailer which the delegates will be invited to bring along and deposit in a box to win Prizes. These delegate contact details will be shared with the speakers who request them. In addition, you can and should collect business cards from your seminar delegates so you may follow up after the Fair. **SPACE IS LIMITED SO BOOK EARLY**

To book your room and get things rolling please email Steve Lloyd at steve@dmn.ca
All speaking slots are reserved on a first-come, first-served basis until full.



You'll be in the Fair Guide given to delegates.

Sponsored by
www.dmn.ca



Fax or mail to: DM Magazine, 302-137 Main St N, Markham, ON L3P 1Y2 or 905-201-6601

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2018 PRINT & MAIL VENDOR FAIR SEMINAR SCHEDULE SHERATON PARKWAY NORTH | APRIL 19th, 2018

| | | |
|-----------------------------|------------------|------------------|
| <i>Information Sessions</i> | | |
| Seminar Rooms | | |
| Aurora | Oakridges | Newmarket |

| | | | |
|-------------------------------|----|----|---------------------|
| A1 | X | N1 | 9:00 AM |
| A2 | O2 | N2 | 10:15 AM |
| X | O3 | X | 11:30 AM |
| Lunch Break | | | |
| A4 | X | N4 | 1:00 PM |
| A5 | O5 | X | 2:15 PM |
| A5 | O6 | N6 | 3:30 PM |
| Networking in the Fair | | | 4:30 PM |

x = taken, not available

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**BOOK
YOUR
ROOM &
TIME**

**RESERVE
YOUR
SEMINAR**

Company Name _____
This is how it will be listed in the Fair Handbook given to all attendees.

Company Overview: _____

Services: PLEASE INDICATE YOUR AREAS OF SERVICE IN THE BOXES BELOW

Web Address: _____
(Confirm please) *www.yourcompany.com*

SPEAKER NAME: _____
The person who will be making the presentation

Title: _____

Address: _____
Street, Suite, PO Box, Etc

City, Prov/State: _____ Postal Code/Zip: _____

Main Phone: _____
The number you want prospects to call.

Email: _____
Email address for the main contact.

SESSION DETAILS-----

ONE-HOUR SEMINAR YES
(\$295 Plus HST)

TOP 5 PREFERRED ROOM & /TIMES: _____ *(see timetable and agenda overleaf) >*

RESERVATION PAYMENT-----

Card Type: Visa / MasterCard / American Express

Cardholder Name: _____
Full name exactly as appears on card

Card Number: _____
Please print and enter carefully

Expiry Date: ___ / ___ CVN Number: _____

Send receipt to: _____ email: _____

SEMINAR TITLE AND DESCRIPTION:

(Your title should be intriguing and suggest solutions to tough or common problems)



Questions?
Please email
Steve Lloyd
at
steve@dmn.ca
for answers.