

All About Pets® Show
March 21-23, 2008
COUPON BOOK INFORMATION

The Coupon Book is given out to the first 1000 visitors each day of the show. This is an opportunity for you to place your company's name in the minds of show visitors, draw them to your booth, and encourage them to follow up with the coupon at (or after) the show.

There is no cost for show exhibitors to participate.

If you would like to participate in the Coupon Book this year, please complete this information and email it to tdemarchi@allaboutpetsshow.com or fax the information to 705-446-8600 by **February 22, 2008**.

Our office can create your coupon if you provide your company logo and special details no later than **February 22, 2008**.

A sample of the ad size is below. If you wish to provide a prepared coupon, please advise your graphic department to size it to 0.88" tall x 5" wide.

Please email a JPEG version of your company logo (if using) as well as the special offer wording you want to see in your coupon to tdemarchi@lakeviewproductions.com. If you wish to see a proof of your coupon, please indicate that in your email.

Restrictions:

- ✓ Only one coupon per exhibitor
- ✓ Colour logos can be used, but will be printed in black and white only
- ✓ Please consider coupon size when preparing wording (20-30 words preferable)
- ✓ If you are providing a prepared coupon, please ensure the format is a jpeg, and fits within the dimensions provided (see below)

Coupon will be printed in black and white only.



Company Name: _____

Yes, we would like to participate in the coupon book

We will provide logo and information by deadline date – **February 22, 2008**

We will provide a complete coupon by deadline date – **February 22, 2008**

No, we do not wish to participate.

If you have any questions regarding the coupon book, please contact us at 877-340-7387.