



Metro Toronto Convention Centre - South Building

# Publicity Opportunities

Looking for additional publicity? Gourmet Food & Wine Expo wants to know about special guests, news-worthy products, services and promotions to include in our extensive publicity campaign!

Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

## Publicity Opportunity Details

Publicity worthy ideas include:

- Wine producers / prominent guests at the Expo
- New and innovative products to unveil
- Seasonal, current trends or hot topic ideas

For specific products or services:

Product name: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

For specific industry guests, celebrities or producers:

Guest name: \_\_\_\_\_

Guest Title: \_\_\_\_\_

Company or Brand: \_\_\_\_\_

Dates in Toronto: \_\_\_\_\_

Mini-bio: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Press worthy information / story ideas: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

## Prize Donations for Media Promotion

The Gourmet Food & Wine Expo works with several prominent media outlets in our \$250,000+ marketing campaign. Let us know if you have any exciting items available for prizing to promote your brands in association with the Expo. Please note we will confirm your prize donation and the partner media promotion details prior to commitment.

Prize donation: \_\_\_\_\_

Prize Value: \_\_\_\_\_

Number of Prizes: \_\_\_\_\_

Description of prize: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Product Donations for Media Launch

The Gourmet Food & Wine Expo media gift bag for the annual media launch held in October. Quantity: 100.

Product name: \_\_\_\_\_

Quantity: \_\_\_\_\_

Details: \_\_\_\_\_

\_\_\_\_\_

Please return ASAP - Space is limited!

To: Kate Dobrucki

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Fax: 1-905-634-7661

Email: [kdobrucki@townmedia.ca](mailto:kdobrucki@townmedia.ca)

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