

## BOAGS Marketing Bundles

### Basic: Included for all exhibitors

- General radio advertising leading up to the show and multiple live on location radio spots
- General local newspaper advertising
- General local social media advertising
- General advertising in EnergyNow.ca and the Canadian Energy SHOWCASE Directory
- The Bonnyville & District Chamber of Commerce Facebook page with general advertising to drive attendance
- Unaddressed ad mail fan-out to 10,000 homes in the Bonnyville/ Cold Lake region promoting FREE preregistration to attend
- Business listed as exhibitor on website
- Promote attendance to show through our Chamber of Commerce email distribution and network
- Official Show Program: company name, phone number, website and booth number published in program
- Custom Invites: Each business will be sent a custom invitation to hand out and email to customers to attend the show encouraging free pre-registration.

### Oil Sands: \$150

- Everything from basic
- 50 word business description in program
- Logo on website beside business listing

### Synthetic Crude: \$300 (limited availability)

- Everything from Oil Sands
- Highlighted company name in program for both booth number listing and business details section
- Radio tags: minimum once per day for the week leading up to the show, with up to 3 other exhibitors on the same tag

### Black Gold: \$600 (limited availability)

- Everything from level 3
- Full color 1/8 page ad in program
- We will post and pay to promote your company bio on the Facebook Page including photos and a link to website
- Radio tags leading up to the show: solo tag minimum once per day leading up to the show\* *in place of shared tags*
- Your logo will be featured on the Unaddressed ad mail going out to 10,000 homes in Bonnyville/ Cold Lake region