

# Canadian Greenhouse Conference Publications

## CGC Flyer

- Size: 17-1/2" x 8-1/2" (5 panels, 2 sides) (2 panels pictured)
- Contents: List of Conference Highlights & Details for Attending; Speaker Program Schedule; Organizers; Hours; Sponsor Logos
- Distribution:
- 4,300 Insert July Greenhouse Canada Magazine
  - 4,150 Insert July Canadian Garden Centre & Nursery Magazine
  - 10,200 Mailed by industry suppliers with customer correspondence or invoices (You too can request copies, but it must be done before June 1st printing)
  - 1,350 Distributed by CGC



## CGC Preview Magazine

- Size: 8" x 11" - 64 page magazine (Front cover pictured)
- Contents: Write ups on CGC Bus Tours; Speakers & Speaker Program; Sponsor List with Logos; List of Exhibitors; (*Exhibitors with New Product, New Service or Show Special highlighted*), Trade Show Floor Plan; Highlights of the Conference eg. Entertainment, Special Activities; Paid Advertisements for CGC Exhibitors; Articles related to industry concerns
- Distribution:
- 4,300 Mailed with September Greenhouse Canada magazine
  - 1,833 Mailed to Garden Centre Magazine subscribers who don't receive Greenhouse Canada Magazine
  - 500 Given out at Greenhouse Canada's booth in the CGC Trade Show



## CGC Show Guide (on-site) (Inside cover & "Welcome" pictured)

- Size: 3.75" x 8.5" - 60 page booklet
- Contents: Conference Highlights; Sponsor Page with Logos; Welcome from Trade Show Chair; Organizing Committee; Area Maps & Hotels; Speaker Program; Trade Show Floor Plan; Exhibitor List: *Company name, 2 contacts, address, Tel, Fax, E-mail, Website, 3 Product Lines, Booth number*; Exhibitors with New Product, New Service or Show Special highlighted List of New Varieties Exhibitors & New Products Exhibitors; Sponsor Advertisements; Note: Sponsor logos are also included beside their own exhibitor company listing + beside the listing of the event sponsored.
- Distribution: Given out at the conference & mailed to people requesting conference information.

