



# CANADIAN CORPORATE ENTERTAINMENT GUIDE

## About the Guide

### **CANADIAN EVENT PERSPECTIVE LAUNCHES THE FIRST CANADIAN CORPORATE ENTERTAINMENT GUIDE!**

This high profile publication is designed to offer the most effective Marketing vehicle in Canada for entertainers and entertainment support suppliers. Our strategic marketing and distribution plan for this Guide will provide excellent visibility and exposure to qualified buyers throughout Canada and around the world. Whether you're looking for local business in your own community or interested in larger inbound clients, the Canadian CORPORATE ENTERTAINMENT Guide will put your act brand in the hands of decision makers who consistently entertain clients

Our new directory will be available and marketed directly to your target audience through our website, our magazine, our online magazine and of course in person at our events throughout the year. This directory will feature comprehensive listings of the leading singers, bands, solo artists, illusionists, magicians, dancers, choreographers, interactive entertainment, comedians, jugglers,

### ***The Most Comprehensive Desktop Resource Guide to Canada's Corporate Entertainment Acts***

team building programs, and the list goes on. In addition to serving as an industry directory, it will include editorials and features devoted solely to corporate entertainment. If you market your act in Canada, you can't afford not to be in this book. Set for release at the Toronto CSEME show, display advertising is already selling fast. Try out the Canadian Corporate Entertainment Guide for a year and be amazed by the results it brings your business.

Call us today to book your space. Special rates apply for CSEME exhibitors CEP advertisers. [info@canadianspecialevents.com](mailto:info@canadianspecialevents.com)

**The Canadian Corporate Entertainment Guide is a must for anyone who markets in the special events and meetings industry. After all, *they can't call you if they can't find you.***

#### Featuring:

- Supplier listings by region and industry sector
- Canada's Top 50 Acts
- Valuable advice from the pros
- How-to planning checklists
- Sample contract, riders & more
- Worldwide distribution

## Demographics

#### **Canadian Event Perspective Readership includes:**

- Event / meeting planners
- Producers
- Facility managers
- Destination management companies
- Tourism professionals
- Event and meeting related suppliers
- Fund raising executives
- Government planners
- Association executives
- Media agencies
- Public relations agencies
- Communications coordinators in both private and public sectors
- Advertising executives
- Corporate employed meeting planners and marketing management in industries including education, government, medical, high tech, manufacturing, retail, telecommunications, finance, insurance, etc.



***A full color, glossy book packed with supplier listings, ads, helpful hints, useful information and more...***

This exciting, new, special publication is being launched in the early spring of 2008 and promises to be an invaluable resource for anyone who is planning special events or meetings of any kind in Canada.

**CANADIAN EVENT**  
**perspective**

# CANADA'S MOST COMPREHENSIVE GUIDE TO CORPORATE ENTERTAINMENT

## Circulation

The Canadian Corporate Entertainment Guide will be marketed through the following vehicles:

- Canadian Event Perspective Magazine - Canada's foremost publication focused on the business of special events and meetings
- www.canadianspecialevents.com, averaging 1.6 million hits per month
- The Canadian Special Events and Meetings Expos, which draw 3000 qualified planners each year
- Other regional industry trade shows
- Industry related associations, including ISES, CSPEP, CSES and more...
- National and international industry related publications



## Listing Rates

- Option A - One listing annually for one category..... **\$35 or FREE with Display Ad**
- Option B - Additional categories (maximum of 5) ..... **Add \$25 each**
- Option C - Add company logo and have listing in boldface ..... **Add \$55 each**
- Option D - Add a company bio (maximum 40 words) ..... **Add \$75 each**
- **Option E - BEST BUY - Includes A, C, D plus a free issue of the Entertainment Guide (valued at \$79)..... \$165**

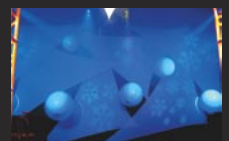
## Display Advertising Rates

Ad Size/Description	4 Colour
• Double Page Bleed	\$ 5,200
• Double Page	\$ 4,850
• Full Page Bleed	\$ 2,850
• Full Page	\$ 2,500
• Inside Covers	\$ 3,125
• Back Page	\$ 3,500
• Inside Regional Divider pages	\$ 3,000
• 1/2 Page	\$ 1,560
• 1/4 Page	\$ 1,050

Each Display ad includes a basic listing (Option A) in one category.

## Important Dates

- Listings Close.....February 22nd, 2008
- Advertising Closes .....February 22nd, 2008
- Materials Due..... March 1st, 2008
- Publication Date ..... April 2nd, 2008



YES! Please list the following company in the **Canadian Corporate Entertainment Guide**.

Company Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Address: \_\_\_\_\_ Suite: \_\_\_\_\_ City: \_\_\_\_\_  
 Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Website: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Additional company listings with different addresses (multiple locations) must be submitted on separate order forms.

**Section 2: Categories**

Please put a check mark  next to the category or categories that best describes your company. Remember that the first category is \$35.00 and additional categories are \$25.00 each to a maximum of five.

- |  |  |
|--|--|
| <input type="checkbox"/> 001 Acrobatics/Cirque/Circus        | <input type="checkbox"/> 019 Magicians & Illusionists            |
| <input type="checkbox"/> 002 Amusement Rides & Inflatables   | <input type="checkbox"/> 020 Mascots                             |
| <input type="checkbox"/> 003 Audio/Visual                    | <input type="checkbox"/> 021 Mimes                               |
| <input type="checkbox"/> 004 Bands                           | <input type="checkbox"/> 022 Mobile Massage                      |
| <input type="checkbox"/> 005 Children's Entertainment        | <input type="checkbox"/> 023 Multimedia & Video Productions      |
| <input type="checkbox"/> 006 Choirs                          | <input type="checkbox"/> 024 Novelty & Interactive Entertainment |
| <input type="checkbox"/> 007 Circus Performers               | <input type="checkbox"/> 025 Photos - fun photos, glamour shots  |
| <input type="checkbox"/> 008 Comedy                          | <input type="checkbox"/> 026 Rigging                             |
| <input type="checkbox"/> 009 Cruise Entertainment            | <input type="checkbox"/> 027 Singers - groups                    |
| <input type="checkbox"/> 010 Dancers                         | <input type="checkbox"/> 028 Singers - soloists                  |
| <input type="checkbox"/> 011 Disc Jockeys                    | <input type="checkbox"/> 029 Soun                                |
| <input type="checkbox"/> 012 Entertainment Agencies          | <input type="checkbox"/> 030 Staging                             |
| <input type="checkbox"/> 013 Ethnic/Multicultural            | <input type="checkbox"/> 031 Team-building Programs              |
| <input type="checkbox"/> 014 Games, Carnival, Casino Rentals | <input type="checkbox"/> 032 Technical Services                  |
| <input type="checkbox"/> 015 Hot Air Balloon Rides           | <input type="checkbox"/> 033 Tribute Videos                      |
| <input type="checkbox"/> 016 Hypnotists                      | <input type="checkbox"/> 034 Variety Acts                        |
| <input type="checkbox"/> 017 Interactive Entertainment       | <input type="checkbox"/> 035 Ventriloquists                      |
| <input type="checkbox"/> 018 Lighting                        | <input type="checkbox"/> 036 Video Tributes                      |

**Section 3: Advertising Options**

<b>LISTINGS</b>	Option A (Basic listing) \$35.00 Free with display ad	Category Code	Add Logo & BoldFace Add \$55.00 each	Add Bio (max 40 words) Add \$75.00 each	Best Buy Includes basic + bold/bio + logo + book \$165.00 each	TOTALS
1 <sup>st</sup> Listing	\$		\$	\$	\$	
Additional Category (\$25 each)	\$		\$	\$	\$	
Additional Category (\$25 each)	\$		\$	\$	\$	
Additional Category (\$25 each)	\$		\$	\$	\$	
Additional Category (\$25 each)	\$		\$	\$	\$	
<b>DISPLAY ADS</b>	Display Ad Size and Description (as on page 3) Each Display ad includes a basic listing (Option A) in one category.					
1 <sup>st</sup> Display Ad						
2 <sup>nd</sup> Display Ad						

Please Invoice me

SUBTOTAL (LISTINGS AND DISPLAY ADS)

Bill my Visa Card: \_\_\_\_\_

GST

card number

expiry date

GRAND TOTAL

signature of authorized representative

print name of authorized representative

Please mail or fax your completed form to...  
Canadian Event Perspective

Ste.203, 338 Lower Ganges Rd.  
Salt Spring Island, BC, V8K 2V3

Tel. (250)538-5553  
Fax. (250)538-5554