

2011
2012

Partnership Opportunities

Taboo®

Naughty...but nice Show

TABOOSHOW.COM

Taboo Naughty but Nice Show

Partnership Opportunities

Relationships should be this easy. The Taboo Naughty but Nice Show brings you even closer to the consumer than ever before with new and innovative Advertising and Partnership opportunities. Maximize the exposure of your products, business and booth across Western Canada through our customized partnering packages.

Tell us what you would like to do! Here at Canwest Productions we acknowledge that our valued partners may not fit into these categories outlined in our partnering packages. We welcome ideas for new and innovative ways to showcase your business!

By choosing any one or a combination of the listed packages we can maximize your exposure and improve your overall Show experience!



Taboo Naughty but Nice Show

Individual Partnership Opportunities

Category	Opportunity	Cost per Major Market	Cost per Secondary Market	Notes
Zone Sponsorship	Main Stage	\$10,000	\$7,000	Branding as Official Sponsor of the Main Stage (see Main Stage Sponsor Package for full details)
	Seminar Theatre	\$5,000	\$3,500	Branding and Banner placement in the Official Seminar Theatre (inquire for full details)
	Main Entrance	\$5,000	\$3,500	Branding and Banner placement in the at the show's Main Entrance (inquire for full details)
	Beer Gardens	\$3,000	\$1,500	Branding and Banner placement in the Official Lounge / Beer Gardens (inquire for full details)
	General Banner	\$500	\$350	Basic 8'x2' banner placement in show space
Guest Sponsorship	Celebrity Guest	\$5000 /Show		"Your Company Presents..... Celebrity" Inclusion in media and marketing. Logo on show and Auto-graph booth signage.
Advertising Space	Bag Sponsorship	\$5000 Total		75,000 bags printed covering all 8 shows
	Back of VIP Ticket	\$4,000	\$4,000	10,000 Promo Tickets printed for each Market
	Show Inserts	\$850	\$600	Place your promotional items in our clients hands
	Digital Advertising	\$650	\$400	Digital signage dynamacaly projected @ show
	Show Guide Adverts	See Ad rates (pg6)		Reach our attendees directly with The Official Taboo Show Guide
Website Inclusion	Revolving Sponsor Logo	\$1000 Total		Sponsor Logo is Static to the Taboo Webpage (includes all markets/cities)
	Logo / Banner Ads with link	\$500	\$350	Based on 45,000 hits in each Major Market and 20,000 hits in each Secondary Market each month



Website www.tabooshow.com | Phone (800) 626.1538 | Fax (403) 246.3856 | Email sales@canwestproductions.com

Presenting Partnership Package*

\$75,000 for all 8 Shows

Category	Opportunity	Value	Notes
Advertising Space	Print Media & Radio Advertising	\$500,000	Inclusion in all Radio & Print Advertising. Based on Promotional Value 8 Cities
	Back of Ticket	\$32,000	Based on Presenting Partner exclusivity
	Show Inserts	\$16,650	Place up to 3 unique promotional items in our attendee's hands
	Show Guide Adverts	\$13,500	Reach our attendees directly with The Official Taboo Show Guide (2 full page ads per show)
	Digital Advertising	\$7,900	Two 30 Sec Visual Ads dynamically projected
	Bag Sponsorship	\$5,000	75,000 Bags Printed covering 8 Cities
	Web Banner & Link	\$4,250	Based on 45,000 hits in each Major Market and 20,000 hits in each Secondary Market
Zone Sponsorship	Main Entrance	\$40,000	Branded Main Entrance to all shows
	General Banner	\$3,250	8'x2' Banner placed at show
Exhibiting Space	10' x 20' Booth	\$14,790	Bulk space discounts available.
Value Added Promotion	Main Stage Shout-Outs	Included	Live "shout-out" promotion by our dynamic MC

* Opting out of provided opportunities does not change package pricing. Please inquire about custom packages (ie: based on 1 Show or select Shows).

Total Value \$700,000+, Presenting Partner Rate \$75,000

Main Stage / Gold Complete / Silver Complete Partnership Package*

(sold as an individual package tailored either to the Main Stage for all 8 Markets, Gold Major Markets OR Silver Secondary Markets)

\$50,000

Category	Opportunity	Value	Notes
Advertising Space	Print Media & Radio Advertising	\$500,000	Inclusion in all Radio & Print Advertising. Based on Promotional Value 8 Cities
	Show Inserts	\$11,100	Place up to 2 unique promotional items in our attendee's hands
	Show Guide Adverts	\$6,750	Reach our attendees directly with The Official Taboo Show Guide (1 full page ad per show)
	Bag Sponsorship	\$5,000	75,000 Bags Printed covering 8 Cities
	Web Banner & Link	\$4,250	Based on 45,000 hits in each Major Market and 20,000 hits in each Secondary Market each month
	Digital Advertising	\$3,950	One 30 Sec Visual Ad dynamically projected
	General Banner	\$1,500	Banner & Signage branding to specific Partnership Package
Exhibit Space	10' x 10' Booth	\$8,195	Bulk space discounts available
Value Added Promotion	Main Stage Shout-Outs	Included	Live "shout-out" promotion by our dynamic MC

* Opting out of provided opportunities does not change package pricing. Please inquire about custom packages (ie: based on 1 Show or select Shows).

Gold Partnership Package*
\$25,000 for all 3 of our Major Market Shows
 Calgary, AB | Edmonton, AB | Vancouver, BC

Category	Opportunity	Value	Notes
Advertising Space	Print Media & Radio Advertising	\$250,000	Inclusion in all Radio & Print Advertising. Based on Promotional Value 3 Cities
	Bag Sponsorship	\$5,000	75,000 Bags Printed covering 8 Cities
	Show Guide Adverts	\$3,000	Reach our attendees directly with The Official Taboo Show Guide (1 full page ad per show)
	Web Banner & Link	\$2,500	Based on 45,000 hits in each Major Market each month
	Show Inserts	\$2,550	Place 1 unique promotional item in our attendee's hands
	Digital Advertising	\$1,950	One 30 Sec Visual Ad dynamically projected
	General Banner	\$1,500	Basic 8'x2' banner placement in show space
Exhibit Space	10' x 10' Booth	\$3,695	Bulk space discounts available
Value Added Promotion	Main Stage Shout-Outs	Included	Live "shout-out" promotion by our dynamic MC

* Opting out of provided opportunities does not change package pricing. Please inquire about custom packages (ie: based on 1 Show or select Shows).

Total Value \$300,000+, Gold Partner Rate \$25,000

Silver Partnership Package*
\$25,000 for all 5 of our Secondary Market Shows
 Abbotsford, BC | Red Deer, AB | Regina, SK | Saskatoon, SK | Winnipeg, MB

Category	Opportunity	Value	Notes
Advertising Space	Print Media & Radio Advertising	\$225,000	Inclusion in all Radio & Print Advertising. Based on Promotional Value 5 Cities
	Bag Sponsorship	\$5,000	75,000 Bags Printed covering 8 Cities
	Show Guide Adverts	\$3,750	Reach our attendees directly with The Official Taboo Show Guide (1 full page ad per show)
	Show Inserts	\$3,000	Place up to 2 unique promotional items in our attendee's hands
	Web Banner & Link	\$2,750	Based on 20,000 hits in each Secondary Market each month
	Digital Advertising	\$2,000	One 30 Sec Visual Ad dynamically projected
	General Banner	\$1,750	Basic 8'x2' banner placement in show space
Exhibit Space	10' x 10' Booth	\$4,500	Bulk space discounts available
Value Added Promotion	Main Stage Shout-Outs	Included	Live "shout-out" promotion by our dynamic MC

* Opting out of provided opportunities does not change package pricing. Please inquire about custom packages (ie: based on 1 Show or select Shows).

Total Value \$300,000+, Silver Partner Rate \$25,000

Gold Select Partnership Package*
\$10,000 for a Single City in one of our 3 Major Market Shows
 Calgary, AB | Edmonton, AB | Vancouver, BC

Category	Opportunity	Value	Notes
Advertising Space	Print Media & Radio Advertising	\$90,000	Inclusion in all Radio & Print Advertising
	Bag Sponsorship	\$5,000	75,000 Bags Printed covering 8 Cities
	Web Banner & Link	\$1,500	Based on 20,000 hits in each Secondary Market each month
	Show Guide Adverts	\$1000	Reach our attendees directly with The Official Taboo Show Guide (1 full page ad)
	Show Inserts	\$850	Place up to 2 unique promotional items in our attendee`s hands
	Digital Advertising	\$650	One 30 Sec Visual Ad dynamicaly projected
	General Banner	\$500	Basic 8`x2` banner placement in show space
Exhibit Space	10` x 10` Booth	\$1365	(\$1,165 for Calgary or Edmonton) Bulk space discounts available
Value Added Promotion	Main Stage Shout-Outs	Included	Live "shout-out" promotion by our dynamic MC

* Opting out of provided opportunities does not change package pricing. Please inquire about custom packages.

Total Value \$100,000+, Gold Select Partner Rate \$10,000

Silver Select Partnership Package*
\$7,000 for a Single City in one of our 5 Secondary Markets
 Abbotsford, BC | Red Deer, AB | Regina, SK | Saskatoon, SK | Winnipeg, MB

Category	Opportunity	Value	Notes
Advertising Space	Print Media & Radio Advertising	\$60,000	Inclusion in all Radio & Print Advertising. Based on Promotional Value 5 Cities
	Bag Sponsorship	\$5,000	75,000 Bags Printed covering 8 Cities
	Web Banner & Link	\$1,350	Based on 20,000 hits in each Secondary Market each month
	Show Inserts	\$850	Place up to 2 unique promotional items in our attendee`s hands
	Show Guide Adverts	\$750	Reach our attendees directly with The Official Taboo Show Guide (1 full page ad)
	Digital Advertising	\$450	One 30 Sec Visual Ad dynamicaly projected
	General Banner	\$350	Basic 8`x2` banner placement in show space
Exhibit Space	10` x 10` Booth	\$900	Bulk space discounts available
Value Added Promotion	Main Stage Shout-Outs	Included	Live "shout-out" promotion by our dynamic MC

* Opting out of provided opportunities does not change package pricing. Please inquire about custom packages.

Total Value \$70,000+, Silver Select Partner Rate \$7,000

Taboo[®]

Naughty...but nice Show SHOW GUIDE 2011 / 2012

Advertising Rates & Schedules

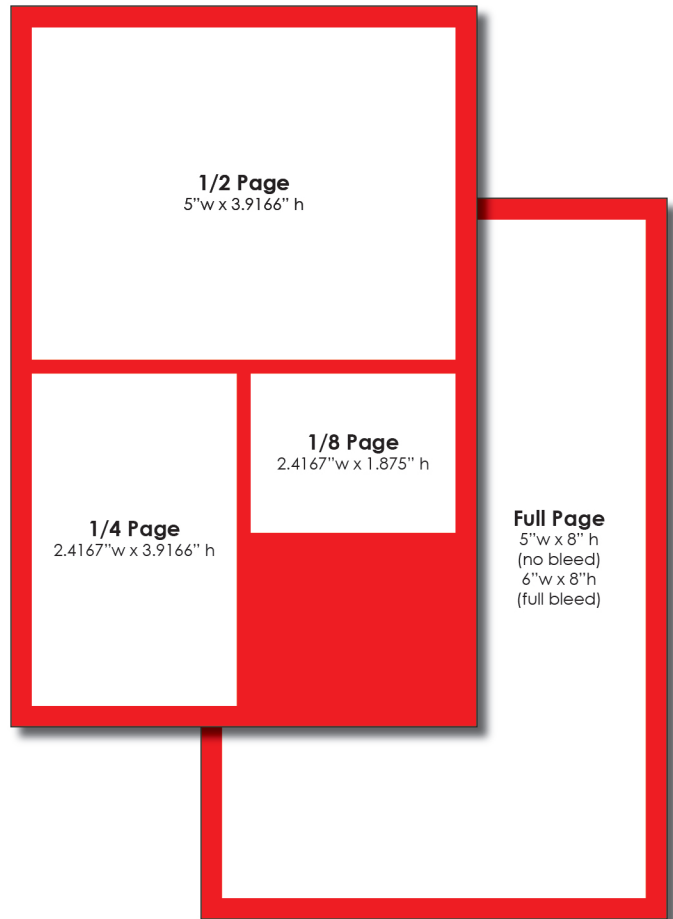
Show	Dates	Booking Deadline	Artwork Deadline
Calgary	Nov 10-13, 2011	Oct 26, 2011	Oct 28, 2011
Edmonton	Nov 24-26, 2011	Nov. 9, 2011	Nov. 11, 2011
Vancouver	Jan 19-22, 2012	Jan 4, 2012	Jan 6, 2012
Winnipeg	Feb 2-4, 2012	Jan 18, 2012	Jan 20, 2012
Saskatoon	Feb 16-18, 2012	Feb 1, 2012	Feb 3, 2012
Regina	Feb 23-25, 2012	Feb 8, 2012	Feb 10, 2012
Red Deer	Apr 5-7, 2012	Mar 21, 2012	Mar 23, 2012
Fraser Valley	Mar. 22-24, 2012	Mar 7, 2012	Mar 9, 2012

Dates subject to change; visit tabooshow.com for updated information.

10th Annual Vancouver
Taboo[®]
Naughty...but nice¹ Show
January 13-16
Vancouver
Convention Centre
New West Building

Your Guide to Everything **Taboo!**

ARADIA FITNESS | AIR CANADA VACATIONS | HEDONISM RESORTS



Single out your company, organization, products or booth by advertising in the Show Guide! This tailored, comprehensive guide is hand delivered directly to 160,000+ consumers upon entering our shows. Don't miss this opportunity to Showcase your company or product.

Ad Sizes	Rates	
	Major Market**	Secondary Market**
Full Page*	\$1000	\$750
1/2 Page	\$600	\$500
1/4 Page	\$325	\$250
1/8 Page	\$175	\$125

*Inquire for info on premium placement rates and availability
**Major Markets include: Vancouver (YVR), Calgary (YYC), Edmonton (YEG)
**Secondary Markets include: Abbotsford (YXX), Red Deer (YQF), Regina (YQR), Saskatoon (YXE), Winnipeg (YWG).

All rates are based on camera ready artwork to be submitted to sales@canwestproductions.com.

All artwork must be at least 300 dpi and in a CMYK colour mode. Documents are to be in either a tiff, eps, or pdf format.

Creative design services are available at a rate of \$45/hour. Minimum \$30/ad.