

# Exhibitor kit - Platinum sponsors

## WestJet 2018 Travel Trade Expos

Welcome to WestJet's 2018 Travel Trade Expos. Information regarding your sponsorship level is included in this document. Important due dates and full details of the event can be found here:

[www.WestJetTravelTradeExpos.com/exhibitor-resources](http://www.WestJetTravelTradeExpos.com/exhibitor-resources)



### What's included with your sponsorship

- 1, booth up to 400 sq.ft (where applicable) with 2 skirted tables and chairs in primary cities (YEG, YVR, YYC, YYZ)
- Skirted table and chair in secondary cities (Ajax, YHZ, Laval, LaPrairie)
- <5 min presentation
- Access to registration list
- Double page ad in event brochure advertisement
- Full color logo on event marketing materials
- Material handling for a maximum of 50lb (shipping excluded)
- Post event webinar with guests
- Booth placement selection
- Return airfare for 2 to and from each event city

Please note: Additional services including wi-fi, booth power and AV must be ordered directly through the venue suppliers. Forms for each city can be found in the above website listed under "Service order forms" in each city.



### Event brochure advertisement

Refer to advertisement spec sheet on page 2 for details



### Prizing

Your sponsorship includes the donation of at least 1 hotel/destination prize. Here are the requirements:

- Minimum 1 prize
- Minimum 3 night stay
- Expiry one year from May 15, 2018

**Due date:** March 23, 2018



### Delegate registration & flight requests

All delegates attending on behalf of their company must register. All flight requests are facilitated through this registration site:

**Register here:** [www.WestJetExhibitorRegistration.eventbrite.ca](http://www.WestJetExhibitorRegistration.eventbrite.ca)

**Due date:** March 9, 2018



### Flight terms

Your sponsorship entitles you to the following flight benefits:

- Flights for up to 2 guests to first Expo city, between each Expo city, home between East and West Expos and home from last Expo city
- Up to 2 pieces of luggage (overweight luggage is at the responsibility of the traveler)

Taxes and fees are extra. A WestJet representative will contact you for payment. Econo fare flight terms and service fees apply. For more information visit [www.WestJet.com/fareoptions](http://www.WestJet.com/fareoptions).

# 2018 Travel Trade Expos handout

## Advertising specifications - Platinum sponsors

### Advertising opportunities and specifications for Platinum sponsors

Advertisement type	Details
2 full page	2 full page ads in English and French event information handout
Platinum sponsor logos	Logo used in event marketing materials

Sponsorship advertisement opportunities must meet the following specifications.

#### Ad design specifications:

- Trim: 7.7" wide x 10.1" high/per page
- Safety: 7.1" wide x 9.5" high/per page
- Resolution: 300 DPI at 100% final size
- Type safety margin: 0.3" all around
- No bleed
- Border: 0.25" 80% black, or a full image
- Crop marks: 0.28" offset
- Not accepted: working InDesign, Quark XPress, Illustrator, Corel Draw or Freehand files
- Colour profile: CMYK - no pantone or RGB colours accepted
- Fonts: converted to outlines, and no smaller than 7pt size
- File size: 12MB or smaller

#### Logos specifications:

- All logos must be submitted in ".ai" or ".eps" vector formats in English and French if applicable.
- Colour profile: CMYK - no pantone or RGB colours accepted
- Fonts: converted to outlines

#### Shipping instructions:

- All print ad and logo files will be sent via email to "[salesevents@westjet.com](mailto:salesevents@westjet.com)".
- For email attachments over 20MB, contact us for alternate shipping instructions.

Please note all files must be submitted no later than **February 26, 2018**. For all other inquires, contact Julia Tsang at [julia.tsang@westjet.com](mailto:julia.tsang@westjet.com)

