

Exhibitor kit - Silver 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



What's included with your sponsorship

- 1, 10'x10' booth with 1 skirted table and chair in primary cities (YEG, YVR, YYC, YYZ)
- Skirted table and chair in secondary cities (Ajax, YHZ, Laval, LaPrairie)
- 1/2 page ad in event brochure advertisement
- Medium sized, static full color logo on event website
- Material handling for a maximum of 50lb (shipping excluded)
- Return airfare for 1 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

Due date: March 9, 2018



Flight terms

Your sponsorship entitles you to the following flight benefits:

- Flights for up to 1 guest 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.

2018 Travel Trade Expos handout

Advertising specifications - Silver sponsors

Advertising opportunities and specifications for Silver sponsors

Advertisement type	Details
Half page	Half page ad in English and French event information handout
Silver sponsor logos	Logo used in event marketing materials

Sponsorship advertisement opportunities must meet the following specifications.

Ad design specifications:

- Trim: 7.7" wide x 5" high
- Safety: 7.1" wide x 4.4" high
- 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".
- 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

