



Exhibitor kit – Platinum Sponsor

WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – PLATINUM SPONSOR

Welcome to WestJet's 2017 Travel Trade Expos!

On behalf of WestJet and WestJet Vacations, I would like to thank you for your generous sponsorship of the WestJet 2017 Travel Trade Expos this spring. Outlined here are the details of the event. You can also find all of the following material and more information about the event at:

www.WestJetTravelTradeExpos.com/exhibitor-resources

Please review the following document carefully. If you have any questions or concerns, please contact me at Julia.Tsang@WestJet.com or 403-539-7622.

What's included with your sponsorship

	Platinum sponsors
Booth (includes 1 skirted table and 2 chairs)	Choice of up to 400sq.ft
Presentation (<5min)	✓
Access to registration list	✓
Event brochure advertisement	✓ Double page
Full color logo on event website	✓ Static, large sized
Full color logo on other marketing materials	✓
Post event webinars with guests	✓
Material handling fees (shipping excluded)	✓
Airfare	✓ Return for 2
Booth placement selection	✓



WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – PLATINUM SPONSOR

Attendance registration All attending representatives must register to receive an exhibitor badge. Flight requests can also be completed through this registration process. Registration closes March 3, but register early to secure your preferred flights!

Register here: www.WestJetExhibitorRegistration.eventbrite.ca

Due date: March 3, 2017

Flight terms Flights can be requested through the above registration site. Your sponsorship entitles you to the following:

- Flights for up to 2 guests to the first Expo city, between each Expo city, home between East and West Expos and from the last Expo city to the guests home city
- Up to two pieces of luggage
- Option to take our luxury coach (bus) transportation from Calgary to Edmonton on May 3. Pick-up and drop-off information will be provided at a later date.

Please note, taxes and fees are extra and must be paid by credit card.

Flight Terms and Conditions:

- To Change your itinerary or name more than 24 hours after booking or for same-day travel bookings (up to two hours prior to departure) – Up to \$100.00CDN + taxes fee
- Cancel your reservation more than 24 hours after booking or for same-day travel bookings (up to two hours prior to departure) – Up to \$100.00CDN + taxes fee (remaining funds will become a Travelbank)
- Seat selection is not included. If you would like seat selection, please indicate beside the flights above, your preferred seat. Cost is \$10-\$15CDN per segment.
- No substitutions or extensions are permitted
- Costs incurred for luggage above included two pieces and overweight luggage is at the responsibility of the exhibitor.

Event timing

Item	Time	Important notes
Vendor set-up	2-4:30PM	No access prior to 2PM
Debrief & snacks	4:30PM	Join us for snacks before the tradeshow!
Tradeshow	5:30-6:30PM	Doors may open at 5:15 *please be in your booth at this time. This is a dedicated tradeshow hour with no food service or presentations.
Guest food service	6:30-7PM	
Presentation	7-8PM	Please <u>do not pack your booth</u> until the presentation is finished.
Exhibitor move-out	8-9:30PM	



WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – PLATINUM SPONSOR

Brochure
advertisement

You have the opportunity to advertise up to 2 pages in our event brochure. Here are the details:

- Requirements:
- 2 page English ad
 - 2 page French ad

Ad specifications: See attached!

Due date: February 17, 2017

Sponsorship
prize donation

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

- Requirements:
- Minimum 1 prize
 - Minimum 3 night stay
 - Expiry one year from May 15, 2017

Due date: March 31, 2017

Additional
services

Additional services including Wi-Fi, power and AV must be ordered directly through the preferred suppliers for each venue. Costs incurred for additional services are the responsibility of the ordering exhibitor. Order forms for each venue can be found under each city in the "Service order forms" column on:

<http://www.WestJetTravelTradeExpos.com/exhibitor-resources>

Material
handling

Material handling for up to **maximum 100lbs** in each city is included.* Transportation of event materials between cities and handling of leftover materials is not included and must be arranged by the exhibitor. Shipping labels and instructions can be found under the "Shipping" column here:

<http://www.WestJetTravelTradeExpos.com/exhibitor-resources>

Event materials must be shipped using shipping labels provided and must be shipped to the designated addresses per instructions and guidelines. WestJet is not responsible for any materials shipped incorrectly.

*Charges for materials over 100lb will be billed to the exhibitor. WestJet is providing material handling only. Shipping fees are at the responsibility of the exhibitor.

Projected
attendance
numbers

Toronto – 300
Mississauga – 350
Montreal – 350
Calgary – 300
Edmonton – 275
Vancouver - 325





Exhibitor kit – Gold sponsors

WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – GOLD SPONSOR

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What's included with your sponsorship

	Gold sponsors
Booth (includes 1 skirted table and 2 chairs)	15'x10'
Presentation (<5min)	
Access to registration list	✓
Event brochure advertisement	✓ Single page
Full color logo on event website	✓ Static, large sized
Full color logo on other marketing materials	✓ Limited
Post event webinars with guests	✓
Material handling fees (<i>shipping excluded</i>)	✓
Airfare	✓ Return for 2
Booth placement selection	✓



WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – GOLD SPONSOR

Attendance
registration

All attending representatives must register to receive an exhibitor badge. Flight requests can also be completed through this registration process. Registration closes March 3, but register early to secure your preferred flights!

Register here: www.WestJetExhibitorRegistration.eventbrite.ca

Due date: March 3, 2017

Flight terms

Flights can be requested through the above registration site. Your sponsorship entitles you to the following:

- Flights for up to 2 guests to the first Expo city, between each Expo city, home between East and West Expos and from the last Expo city to the guests home city
- Up to two pieces of luggage
- Option to take our luxury coach (bus) transportation from Calgary to Edmonton on May 3. Pick-up and drop-off information will be provided at a later date.

Please note, taxes and fees are extra and must be paid by credit card.

Flight Terms and Conditions:

- To Change your itinerary or name more than 24 hours after booking or for same-day travel bookings (up to two hours prior to departure) – Up to \$100.00CDN + taxes fee
- Cancel your reservation more than 24 hours after booking or for same-day travel bookings (up to two hours prior to departure) – Up to \$100.00CDN + taxes fee (remaining funds will become a Travelbank)
- Seat selection is not included. If you would like seat selection, please indicate beside the flights above, your preferred seat. Cost is \$10-\$15CDN per segment.
- No substitutions or extensions are permitted
- Costs incurred for luggage above included two pieces and overweight luggage is at the responsibility of the exhibitor.

Event timing

Item	Time	Important notes
Vendor set-up	2-4:30PM	No access prior to 2PM
Debrief & snacks	4:30PM	Join us for snacks before the tradeshow!
Tradeshow	5:30-6:30PM	Doors may open at 5:15 *please be in your booth at this time. This is a dedicated tradeshow hour with no food service or presentations.
Guest food service	6:30-7PM	
Presentation	7-8PM	Please <u>do not pack your booth</u> until the presentation is finished.
Exhibitor move-out	8-9:30PM	



WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – GOLD SPONSOR

Brochure
advertisement

You have the opportunity to advertise 1 pages in our event brochure. Here are the details:

- Requirements:
- 1 page English ad
 - 1 page French ad

Ad specifications: See attached

Due date: February 17, 2017

Sponsorship
prize donation

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

- Requirements:
- Minimum 1 prize
 - Minimum 3 night stay
 - Expiry one year from May 15, 2017

Due date: March 31, 2017

Additional
services

Additional services including Wi-Fi, power and AV must be ordered directly through the preferred suppliers for each venue. Costs incurred for additional services are the responsibility of the ordering exhibitor. Order forms for each venue can be found under each city in the "Service order forms" column on:

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Material
handling

Material handling for up to **maximum 100lbs** in each city is included.* Transportation of event materials between cities and handling of leftover materials is not included and must be arranged by the exhibitor. Shipping labels and instructions can be found under the "Shipping" column here:

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Event materials must be shipped using shipping labels provided and must be shipped to the designated addresses per instructions and guidelines. WestJet is not responsible for any materials shipped incorrectly.

*Charges for materials over 100lb will be billed to the exhibitor. WestJet is providing material handling only. Shipping fees are at the responsibility of the exhibitor.

Projected
attendance
numbers

Toronto – 300
Mississauga – 350
Montreal – 350
Calgary – 300
Edmonton – 275
Vancouver - 325





Exhibitor kit – Silver Sponsors

WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – SILVER SPONSOR

Welcome to WestJet's 2017 Travel Trade Expos!

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Please review the following document carefully. If you have any questions or concerns, please contact me at Julia.Tsang@WestJet.com or 403-539-7622.

What's included with your sponsorship

	Silver sponsors
Booth (includes 1 skirted table and 2 chairs)	10'x10'
Presentation (<5min)	
Access to registration list	
Event brochure advertisement	✓ 1/2 page
Full color logo on event website	✓ Static, medium sized
Full color logo on other marketing materials	
Post event webinars with guests	
Material handling fees (<i>shipping excluded</i>)	✓
Airfare	✓ Return for 1
Booth placement selection	

WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – SILVER SPONSOR

Attendance
registration

All attending representatives must register to receive an exhibitor badge. Flight requests can also be completed through this registration process. Registration closes March 3, but register early to secure your preferred flights!

Register here: www.WestJetExhibitorRegistration.eventbrite.ca

Due date: March 3, 2017

Flight terms

Flights can be requested through the above registration site. Your sponsorship entitles you to the following:

- Flights for up to one guest to the first Expo city, between each Expo city, home between East and West Expos and from the last Expo city to the guests home city
- Up to two pieces of luggage
- Option to take our luxury coach (bus) transportation from Calgary to Edmonton on May 3. Pick-up and drop-off information will be provided at a later date.

Please note, taxes and fees are extra and must be paid by credit card.

Flight Terms and Conditions:

- To Change your itinerary or name more than 24 hours after booking or for same-day travel bookings (up to two hours prior to departure) – Up to \$100.00CDN + taxes fee
- Cancel your reservation more than 24 hours after booking or for same-day travel bookings (up to two hours prior to departure) – Up to \$100.00CDN + taxes fee (remaining funds will become a Travelbank)
- Seat selection is not included. If you would like seat selection, please indicate beside the flights above, your preferred seat. Cost is \$10-\$15CDN per segment.
- No substitutions or extensions are permitted
- Costs incurred for luggage above included two pieces and overweight luggage is at the responsibility of the exhibitor.

Event timing

Item	Time	Important notes
Vendor set-up	2-4:30PM	No access prior to 2PM
Debrief & snacks	4:30PM	Join us for snacks before the tradeshow!
Tradeshow	5:30-6:30PM	Doors may open at 5:15 *please be in your booth at this time. This is a dedicated tradeshow hour with no food service or presentations.
Guest food service	6:30-7PM	
Presentation	7-8PM	Please <u>do not pack your booth</u> until the presentation is finished.
Exhibitor move-out	8-9:30PM	

WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – SILVER SPONSOR

Brochure
advertisement

You have the opportunity to advertise a 1/2 page ad in our event brochure. Here are the details:

- Requirements:
- 1/2 page English ad
 - 1/2 page French ad

Ad specifications: See attached

Due date: February 17, 2017

Sponsorship
prize donation

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

- Requirements:
- Minimum 1 prize
 - Minimum 3 night stay
 - Expiry one year from May 15, 2017

Due date: March 31, 2017

Additional
services

Additional services including Wi-Fi, power and AV must be ordered directly through the preferred suppliers for each venue. Costs incurred for additional services are the responsibility of the ordering exhibitor. Order forms for each venue can be found under each city in the "Service order forms" column on:

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Material
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Event materials must be shipped using shipping labels provided and must be shipped to the designated addresses per instructions and guidelines. WestJet is not responsible for any materials shipped incorrectly.

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Projected
attendance
numbers

Toronto – 300
Mississauga – 350
Montreal – 350
Calgary – 300
Edmonton – 275
Vancouver - 325





Exhibitor kit – Teal Sponsors

WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – TEAL SPONSOR

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Please review the following document carefully. If you have any questions or concerns, please contact me at Julia.Tsang@WestJet.com or 403-539-7622.

What's included with your sponsorship

	Teal sponsors
Booth (includes 1 skirted table and 2 chairs)	8'x10'
Presentation (<5min)	
Access to registration list	
Event brochure advertisement	✓ Logo only
Full color logo on event website	✓ Scrolling, small sized
Full color logo on other marketing materials	
Post event webinars with guests	
Material handling fees (<i>shipping excluded</i>)	✓
Airfare	✓ Reduced airfare
Booth placement selection	

WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – TEAL SPONSOR

Attendance
registration

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Register here: www.WestJetExhibitorRegistration.eventbrite.ca

Due date: March 3, 2017

Flight terms

Flights can be requested through the above registration site. Your sponsorship entitles you to the following:

- Complimentary flights from YYZ-YUL and YEG-YVR (where applicable)
- 50% off base for flights to and from the Expos
- Up to two pieces of luggage
- Luxury coach (bus) transportation from Calgary to Edmonton on May 3. Pick-up and drop-off information will be provided at a later date. This is a complimentary service provided by WestJet.

Please note, taxes and fees are extra and must be paid by credit card.

Flight Terms and Conditions:

- To Change your itinerary or name more than 24 hours after booking or for same-day travel bookings (up to two hours prior to departure) – Up to \$100.00CDN + taxes fee
- Cancel your reservation more than 24 hours after booking or for same-day travel bookings (up to two hours prior to departure) – Up to \$100.00CDN + taxes fee (remaining funds will become a Travelbank)
- Seat selection is not included. If you would like seat selection, please indicate beside the flights above, your preferred seat. Cost is \$10-\$15CDN per segment.
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- Costs incurred for luggage above included two pieces and overweight luggage is at the responsibility of the exhibitor.

Event timing

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Debrief & snacks	4:30PM	Join us for snacks before the tradeshow!
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Guest food service	6:30-7PM	
Presentation	7-8PM	Please <u>do not pack your booth</u> until the presentation is finished.
Exhibitor move-out	8-9:30PM	



WestJet 2017 Travel Trade Expos
EXHIBITOR KIT – TEAL SPONSOR

Brochure
advertisement

You have the opportunity to advertise your logo in our event brochure. Here are the details:

Requirements: Logo in .eps and .jpg

Ad specifications: See attached

Due date: February 17, 2017

***If your logo is on the event website and correct, you do not need to send in a logo**

Sponsorship
prize donation

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

- Requirements:
- Minimum 1 prize
 - Minimum 3 night stay
 - Expiry one year from May 15, 2017

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numbers

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Vancouver - 325

