



Hello Toronto Ski & Snowboard Show Exhibitor,

Thank you for being a part of the upcoming Ski & Snowboard Show! We're excited to have you as one of our 2023 exhibitors.

We are looking to help support and drive visibility for you throughout the show and leading up to it. Our PR team Bubblegum Canada is putting together content leading up to the show and we'd love to include you in our outreach, marketing material, on social media and much more.

Do you have exciting news you want us to pass along? If so, please take a moment to fill out the below short questionnaire. Please note: coverage is never guaranteed, and there is no cost to participate, we're simply looking for what's new and exciting to pass along to media and get people excited to come to the show, as well as pass by your booth along the way!

Once completed, please email a copy to smcvagh@skicanada.org

Name of Company:

Booth Number:

Website:

Social media handle:

Category:

(for example: gear, technology,
consumables, health & wellness, ...)

Will you be launching any new products or services in 2023/2024?

If yes, please specify:

Will you be offering any special deals or incentives at the show?

If yes, please specify:

Are you interested in media interview opportunities? If so, do you have a spokesperson who is media trained (please specify)?

Please share any other relevant information about you, your business, product, or service, and what you will be preparing at the show for possible outreach inclusion:

The following is in case we need to reach out for more information or if we receive a media request to connect with you:

Contact Name (or spokesperson):

Contact Number:

Contact Email:

Thank you and see you at the show.

Your Show Team,
Shannon and Paul