



PUBLICITY FORM
Grocery Showcase West 2012
April 22 & 23
Vancouver Convention Centre

The Grocery Showcase West publicity program is an extension of your own company's efforts to generate media awareness, and is a **NO COST means of enhancing your show success**. Each year, our exhibitors are featured on television programs such as CTV's Canada AM, and City TV's Breakfast Television, national newspapers, and online. Tell us about the new products that your company will be introducing at the show, and help us highlight the best, unique, and most newsworthy products in this year's show!

<u>COMPANY NAME</u>		<u>BOOTH NUMBER</u>	
<u>CONTACT NAME:</u>			
<u>TITLE:</u>		<u>ON LOCATION AT GSW</u> YES / NO	
<u>EMAIL:</u>		<u>PHONE:</u>	

DO ANY OF YOUR PRODUCTS CAPITALIZE ON TRENDS, OR CONSUMER BENEFITS LISTED BELOW (CHECK MORE THAN ONE IF APPLICABLE):

Health and Wellness
 Functional Foods
 Artisan
 Ethnic
 Convenience/Heat and Serve
 Organic
 Pet Care
 Innovative Packaging
 Portion Control/Weight Reduction/Low Fat
 Fair Trade/Social Responsibility
 New To Canada
 Other Trend/Benefit not listed: _____

PLEASE LIST AND DESCRIBE ANY AND ALL NEW PRODUCTS THAT YOUR COMPANY WILL BE LAUNCHING AT GROCERY SHOWCASE WEST 2012:

DUE MARCH 30th, 2012



**GROCERY
SHOWCASE
WEST**

Please complete and return this form to:
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