



Stettler Business and Tourism Centre  
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## Stettler Trade Show Exhibitor Manual

### Advertising

Advertising of the Show will begin March 1<sup>st</sup>.

A copy of the Stettler Trade Show poster can be found on the Show website when available. [www.stettlerboardoftrade.com/tradeShow](http://www.stettlerboardoftrade.com/tradeShow)

A Facebook event will be created and available through the Show website beginning March 1.

When using Instagram or Twitter please use the hashtags:

#StettlerTradeShow      #DestinationStettler

Exhibitors are encouraged to share the Trade Show poster and event through their own advertising avenues. Exhibitors are also encouraged to personally invite customers to attend the Show.

A list of Exhibitors is listed on the Show website. If Exhibitors would like a direct link to their company website or social media accounts as part of this listing; forward a .jpeg or .pdf copy of the logo and the link requested to be added to the Project Manager. Only one link is permitted per Exhibitor.

Exhibitor names and contact information including phone numbers may be shared with local media mid March. Exhibitors are to contact the Project Manager if this information is to be removed from the shared list.

### Additional advertising

Advertising will be utilized through but not limited to the following:

Highway signage will be in place along Highways 12 and 56 within Town of Stettler limits.

Posters and restaurant tent cards will be shared around Stettler and area where permitted.

Newspaper advertising will include:

Stettler Independent

ECA Review

Radio advertising will include:

Real Country 93.3FM (Stettler)

Q91 CFCW (Drumheller)

Drum FM 99.5 (Drumheller)

Real Country 95.5FM (Red Deer)

Z98.9FM (Red Deer)

Big 105.5FM (Red Deer)

New Country 98.1FM (Camrose)