

**Regina Guitar Show**

Sat. May 6, 2017, Conexus Arts Centre, Regina SK

**Saskatoon Guitar Show**

Sun. May 7, 2017, Western Development Museum, Saskatoon SK

**Edmonton Guitar Show**

Sun. Sept 24, 2017, Italian Cultural Center, Edmonton AB

## 2017 Guitar Shows Exhibitor Letter

Dear Friends, Exhibitors and Guitar Enthusiasts!

As you might expect, we're knee deep into the production of the Regina, Saskatoon and Edmonton Guitar Shows for 2017.

2016 was a huge year for us: we added two new shows in Saskatchewan with over 700 attendees, and a repeat show in Edmonton with over 500 in attendance.

This year we're looking to expand our guitar community with more collectors, resellers, builders, teachers and schools, recording studios, case and pedalboard manufacturers, anyone with an interest in supporting the Prairie guitar and music community!

To make it convenient for travelling exhibitors, we've scheduled Regina and Saskatoon back to back, with Regina on Saturday May 6 and Saskatoon on Sunday May 7.

Regina's show is at the Conexus Arts Centre in the Schumiatcher Room, and Saskatoon is at the Western Development Museum. Both venues offer lots of space, a quiet area for electric/amp tryouts, free parking and super easy access.

If you don't know the Saskatchewan market, Regina and Saskatoon represent about 500,000 population with close rural cities adding another 150,000 to the total. If you're driving between cities, you'll be on the road about 2 and a half hours. There's a complement of music stores and active music communities in both cities.

Booth pricing is unchanged from 2016, with booths at \$150, extra tables at \$50, plus GST, and to sweeten the deal, we're offering a 10% discount for any exhibiting vendors who participate in 2 or more shows. If you're interested in any combination of Regina, Saskatoon and Edmonton this year, lock in your savings with that discount offer.

We're starting the Saskatchewan shows at 12 PM, and your booth registration includes lunch at 11.

We'd really love to have our Alberta and Manitoba friends join us for the Regina and Saskatoon events.

We've attached our 2017 Vendor Information and Booth Registration form to this email. Its got all of the details laid out for you - and we're most happy to help with any questions, comments, even... complaints!

*Turn the page to see how we're adding even more Exhibitor Value for 2017....*

Contact Gary, Scott or Dave at [canadianguitarshows@amplifycorp.com](mailto:canadianguitarshows@amplifycorp.com)  
or call toll-free **1-888-683-8809**

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### Exhibitor Value!

Its most important for us to add value for Exhibiting Vendors as we grow.

#### Here's how we're promoting the shows:

- On Social Media: Facebook, YouTube, Twitter, Instagram
- On the Web: <http://www.canadianguitarshows.com/> <http://www.reginaguitarshow.ca/>  
<http://www.saskatoonguitarshow.ca/> <http://www.edmontonguitarshow.ca/>
- Public Relations: Television morning shows, all of event listings in print, radio and television
- Advertising: Paid Google and YouTube preroll video advertising
- Kijiji and Used Regina/Saskatoon/Edmonton postings
- Signage: Digital Street Signage and Postering

#### Book your table/booth at the Regina, Saskatoon or Edmonton shows, and you'll receive:

- On the Web:
  - your logo on the Canadian (all exhibitors), Regina, Saskatoon and Edmonton website home pages
  - your logo and listing on each city show website that you've booked
  - hyperlinks to your website, email, phone and social media if we can find it or you supply it
- In Print: If you book 2 or more shows and pay your registration fee on or before April 15th, your logo will be added to the print posters for each event
- On Social, Facebook: You'll get 3 or more Facebook posts announcing your presence at each show: an announcement post, a content post and an event reminder post
- On YouTube and Facebook: We're also running TV styled video ads on Facebook and YouTube this year. We'd be stoked if images from your products AND your logos were embedded into the ads - please let us know what instruments, amps, pedals or accessories you'd like to profile! Here's what the first run of ads look like: [https://www.youtube.com/channel/UC2pW7moWbpGJSiNMwJf\\_iTg/featured](https://www.youtube.com/channel/UC2pW7moWbpGJSiNMwJf_iTg/featured)
- On the Street: We're working on some outdoor digital signage and will have posters up in all markets shortly.

#### Let's Keep in Touch

Thank you again for your time and interest in supporting the Guitar community on the Prairies! If you have any ideas or comment - please don't hesitate to get in touch. And, to book your booth at any of the shows, just complete the attached Registration Form, prepare a cheque and fire it in to us by mail.

Cheers all!

Gary, Scott and Dave, Canadian Guitar Shows

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