

MEDIA INFORMATION

Food & Drink Fest 2011

To support our main stream media advertising and marketing campaign, the Food & Drink Fest team has an extensive social media and gruella marketing campaign. We have included below some tips and tools to help highlight your presence at Food & Drink Fest, and to promote the Festival itself.

\$3.00 OFF Coupons

- We will either be mailing or dropping off \$3.00 OFF coupons to you in the next couple of days along with posters to advertise the event. Please make sure to display these prominently in your place of business.
- I have also attached an electronic version of our \$3.00 OFF Coupon to this email for you to send out to your database of clients, friends, family and industry associates

Website Links

- To highlight your participation in Food & Drink Fest on your website, I have included a button for you to post on your website. You can either link directly to the website
 - <http://www.foodanddrinkfest.com> or to a \$3.00 OFF coupon for your clients
 - <http://www.foodanddrinkfest.com/coupon/exhibitors>-Since we have a listing of your website on our website, the link exchange helps both your company and FoodandDrinkFest.com create and benefit from a ton of new "Google Juice"

Facebook

- Food & Drink Fest 2011 Facebook page is www.facebook.com/FoodandDrinkFest
- Please be sure to like the page, and share it with your friends
- Please ensure to comment on Food & Drink Fest's wall that you will be at the event, the products you will be showcasing and your booth location

Twitter

- For updated information about the event, there are three main people tweeting out information
 - @FoodandWineGirl
 - @FoodnDrinkTalk
 - @JayHiggins-Please feel free to follow and we will definitely return the favour!
- Hash tag for Food & Drink Fest is #foodndrink Please feel free to include it in any of your tweets regarding the show

Media Passes

If you want to invite a member of the media to the event to highlight your company and the event overall, please submit their name and credentials to Shannon@beaumontproductions.com. We will be sure to have a media kit at the front door for them