



## **THE CANADIAN COFFEE & TEA SHOW CUSTOMER ENGAGEMENT PROGRAM**

### **GRAND PRIZE!**

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The winner of the 2018 Canadian Coffee & Tea Show Customer Engagement Program will receive one free 10'x10' exhibit space at The (2019) Canadian Coffee & Tea Show

### **RULES & REGULATIONS**

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#### **1. THE PROGRAM AND THE PROGRAM PERIOD**

The Customer Engagement Program (the "Program") commences on June 1, 2018 at 8:00 a.m. EST and concludes on September 24, 2018 at 5:00 p.m. EST (the "Program Period").

#### **2. ELIGIBILITY & LIMITATION ON REGISTRATIONS PERMITTED**

- a) The Program is open to non-sponsoring exhibitors of The Canadian Coffee & Tea Show.
- b) Sponsors and distributors are not eligible for the Program. Manufacturers and suppliers will not be included in the overall total.
- c) Only registrants from individuals outside of the exhibitor's company will be eligible.
- d) Registrants must be 16 years of age and older.
- e) Registrants must attend the show. Those that pre-register using your customized promo code but do not attend will not be included in your overall total.

#### **3. HOW TO PARTICIPATE AND HOW TO WIN**

We will be sending each exhibitor 50 customer invitations with unique promo codes to distribute to retailers, inviting them to the trade show for free! Use these invitations and the online marketing tools available at [coffeeteashow.ca](http://coffeeteashow.ca) to help communicate to your customers.

The toolkit online includes:

- Customer Invites
- Logo, Button and Banner Ads
- Social Media Blurbs



To participate you must do the following:

- a) Distribute the 50 hard copies of the Coffee Tea Show passes to those you'd like to invite to the show. Be sure they register for free online before the show!
- b) Customize the customer show invites with your own exclusive promo code (found on the passes mailed to you) and company name and distribute! Please ensure you include your correct promo code. If you're not sure what your promo code is, contact Claudia Castro at [ccastro@ensembleiq.com](mailto:ccastro@ensembleiq.com) or 877.687.7321 ext. 1017.
- c) Utilize the online tools provided to increase awareness of your participation at the show.
- d) Circulate your promo code, and increase your chances of winning.
- e) Ensure your customers register themselves, online or onsite and attend the show. Only those that attend will be included in your overall number of eligible registrations. Customers that register and do not use your custom promo code will NOT be included in your overall customer registration count.
- f) A minimum of 10 registrations are required to be included in the program.

#### **4. THE GRAND PRIZE**

AT 10 a.m. EST on October 8, 2018, the winning exhibitor will be determined based on post show reporting which outlines the promo codes used and those eligible registrations that attended. The winner will be awarded a 10'x10' exhibit space at the 2019 Canadian Coffee & Tea Show, dependent on availability.

#### **5. DEADLINE FOR CLAIMING GRAND PRIZE**

The Grand Prize winner will be contacted by Stagnito Partners Canada Inc. (dba EnsembleIQ) on or before October 17, 2018, and will confirm contact and address information. The Grand Prize winner of one 10'x10' exhibit space, dependent on availability, must respond to Stagnito Partners Canada Inc. (dba EnsembleIQ) within 30 days from the initial contact in order to receive the Grand Prize. If the Grand Prize winner fails either to claim the Grand Prize or informs Stagnito Partners Canada Inc. (dba EnsembleIQ) of his or her inability to claim the Grand Prize before the Deadline, the entry will be forfeited and the exhibitor that came in second will be selected.

#### **6. CHANCES OF WINNING**

Chances of winning depend on the total number of exhibitors participating and the number of eligible registrations.



## **7. GRAND PRIZE TO BE ACCEPTED AS AWARDED**

The decision of Stagnito Partners Canada Inc. (dba EnsembleIQ) is final, and the Grand Prize must be accepted as awarded. No portion of the Grand Prize is transferable. The Grand Prize is not redeemable for cash and no substitute for any portion of the Grand Prize is offered. Should the Grand Prize winner be unable to claim the Grand Prize as awarded, his or her entry will be forfeited and another eligible Program entrant will be selected. In no event shall Stagnito Partners Canada Inc. (dba EnsembleIQ) be required to provide more than one Grand Prize in association with the Program.

## **8. SUBSTITUTION OR CHANGE TO THE PROGRAM**

Stagnito Partners Canada Inc. (dba EnsembleIQ) reserves the right to substitute the Grand Prize or any component thereof, for one of approximately the same value and reserves the right to change the Program rules or terminate or withdraw the Program at any time, without prior notice.

## **9. CONSENT TO USE OF PERSONALITY**

By entering the Program, the Grand Prize winner consents to the use of his or her company name, city of business, photograph, images or any other aspect of his or her personality for any publicity purposes related to The Canadian Coffee & Tea Show and this Program, without any payment or compensation.

## **10. COMPLIANCE WITH PROGRAM RULES**

All Exhibitors agree to abide by the Program Rules, which are subject to change at the sole discretion of Stagnito Partners Canada Inc. (dba EnsembleIQ) including the right to terminate, modify or suspend the Program should human intervention or an event beyond the control of Stagnito Partners Canada Inc. (dba EnsembleIQ) occur which could alter or affect the administration, security, impartiality or conduct of the Program. Any decision of Stagnito Partners Canada Inc. (dba EnsembleIQ) as the Program organizer with respect to the Program shall be final and without appeal.