



CANADIAN
MEETINGS +
EVENTS EXPO

AUGUST 13 + 14, 2024

Metro Toronto Convention Centre

SPOTLIGHT ON Hosted by Leanne Calderwood

SPOTLIGHT ON enhances your exhibiting experience by creating exposure before, during, and after the show. Educate attendees about your company, destination or service on stage at CMEE to gain visibility, build business, and have video assets for marketing collateral.

Benefits of the program

EXPOSURE BEFORE CMEE:

- We create awareness and excitement for your brand and involvement in the program by promoting the interview session on cmeexpo.ca under show features, and to registrants through eDirects and social media.
- One preparation call with industry media expert Leanne Calderwood to review questions, and set yourself up for success.

VISIBILITY DURING CMEE:

- 20 minute interview on stage with company/destination logo and/or video in the background, while industry expert Leanne Calderwood conducts the interview.
- Option for company/destination to provide a prize (min. \$100 retail) to give away at the end of the interview to further engage and connect with attendees.
- All interviews will be filmed for your use in future promotional and marketing campaigns.

BENEFITS AFTER CMEE:

- Get access to your video files to use in future marketing and social media campaigns.
- All interviews will be posted on cmeexpo.ca and Leanne Calderwood's social media platforms for additional exposure.
- Virtual training session with Leanne Calderwood on how to effectively utilize your recording for social media assets.

ONE SESSION: \$2,500.00 + HST | SPOTLIGHT SLOTS ARE LIMITED | BOOK TODAY

CONTACT

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Metro Toronto Convention Centre
Toronto, ON, Canada

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NEWCOM

OFFICIAL MEDIA
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