

AGENT INFORMATION										
Agent Name:	Contact Person:									
Telephone Number:	Email Address:									
OVERVIEW OF EVENT PROGRAM										
Promotional Turn	Program Name:									
Product(s):	<table style="width: 100%; border: none;"> <tr> <td style="width: 30%;">LCBO #:</td> <td style="width: 30%;">Name:</td> <td style="width: 40%;"></td> </tr> <tr> <td>LCBO #:</td> <td>Name:</td> <td></td> </tr> <tr> <td>LCBO #:</td> <td>Name:</td> <td></td> </tr> </table>	LCBO #:	Name:		LCBO #:	Name:		LCBO #:	Name:	
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Proposed Stores										
Preferred Dates										
Promotion Integration (choose all applicable)										
<input type="checkbox"/> New product	LCBO Release Date:									
<input type="checkbox"/> Brand Spotlight	Specify:									
<input type="checkbox"/> Support Program	Specify:									
<input type="checkbox"/> Advertising	Specify:									
<input type="checkbox"/> Tactical (e.g. Father's Day)	Specify:									
<input type="checkbox"/> Other	Specify:									
Is this a bottle signing event? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, name of Principal										
DETAILS										
Provide specific details regarding event set up.										
List of components with specifications for each (i.e. size, substrate, etc.)										
Total floor space required:										
Attach photo or mock-up of set up:										
Will your event include:										
<input type="checkbox"/> Food Match	Description									
<input type="checkbox"/> Themed attire	Description									
<input type="checkbox"/> Recorded or live music	Description									
<input type="checkbox"/> Entertainment (e.g dancers)	Description									
<input type="checkbox"/> Photography/Videography	Description									
<input type="checkbox"/> 3 rd Party Demonstrator/Event Support	Contact Name:									
	Company:									
PRE-PROMOTIONAL PLANS										
Please include any Social Media plans as well as in-store signage requests										
CUSTOMER JOURNEY (required)										
Provide a detailed description of the consumer experience										

* All staff must complete AODA training.