

ENTER ONLINE FOR
A CHANCE TO

WIN the Toyota
Make Things
Better

TOYOTA
make things better

OFFICIAL
VEHICLE
SUPPLIER

CANADA'S
Outdoor
FARM SHOW

15th Anniversary

SEPT. 9, 10, 11, 2008
WOODSTOCK, ONTARIO

\$10,000 CASH
PRIZE!

Register Online and **SAVE \$5 OFF** Adult Admission

When farmers are busy, they want choices. So, at Canada's Outdoor Farm Show, there will be a number of ways to get admitted, including VIP online business registration.

As in the past, coupons will be available at all participating members of Canada East Equipment Dealers Association (CEEDA). These \$2.00 OFF coupons can be used against the \$15.00 regular adult admission fee and will be in dealers' showrooms by August 1st. If there isn't a CEEDA member around the concession, then discounted admission tickets for Canada's Outdoor Farm Show can be purchased from participating T.S.C. stores during your next visit.

New this year is the opportunity to register online for the Show. "Because we are an agricultural trade show, we want to elevate the level of professionalism and treat our attendees like the true business people that they are," says Jordon Underhill, the Show's General Manager. "The registration process has become the norm at other industry trade shows so our goal with online registration is to build a better and more responsive trade show that will meet farmers' needs today and into the future."

Any adult, 18 years and older, can visit the website www.CanadasOutdoorPark.com and follow the registration link. The cost of registering online is \$10.00, a \$5.00 savings from the regular \$15.00 fee. Contact and demographic information are collected and the fee paid by credit card. A receipt is then printed that can be brought to Canada's Outdoor Farm Show and exchanged for a VIP nametag and immediate access to the Show. And, if you forget to bring the receipt, just give the staff your last name and they can confirm your registration with a printed nametag.

In addition to the money saved by registering online, there's a chance to win \$10,000 cash in the TOYOTA MAKE THINGS BETTER CONTEST. Each adult registrant will be automatically forwarded to the Toyota contest page for their chance to win.

Show management is working with T.S.C. stores and Maple Lodge Farms to provide a fast and professional admission process for attendees on September 9, 10 & 11.

And is all this online registration stuff secure? "We are using a well-established company called Showcare," added Underhill, "who've been providing high-end registration services to the trade show and conference industries across North America for over 25 years."

Finally, if you don't trust computers and just want to be autonomous at the Show, the same friendly admission gate staff will be on hand to take cold, hard cash in exchange for admission, pocket programs, a handy Toyota bag and a smile.