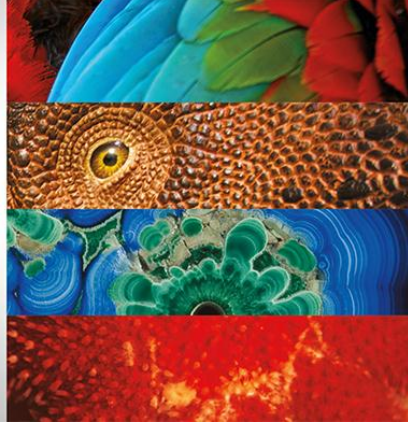




# nature EN TOURNÉE



## Marketing Plan

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1) Contact name: \_\_\_\_\_

2) Phone number: \_\_\_\_\_

3) Scenario (to be attached to this document or any related documents):

Opening Reception       Media Tour       Lecture       Luncheon

▪ Location: \_\_\_\_\_

▪ Date/ time: \_\_\_\_\_

▪ Host and key participants: \_\_\_\_\_

▪ Target audience: \_\_\_\_\_

▪ Media coverage: \_\_\_\_\_

4) Please indicate which of these templates you will be using:

	English	French	Bilingual
<b>Advertising Templates</b>			
Print Ads - Color	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Print Ads - Black & White	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Promotion Templates</b>			
Rack Cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exterior Banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Public Relations Templates</b>			
Press Kit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word Templates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Send this form three months (if possible) prior the opening of the exhibition to*

**Rachel Gervais**, Travelling Exhibitions  
Canadian Museum of Nature  
Tel: 613-566-4211 Fax: 613-364-402, rgervais@mus-nature.ca

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*Produced by the Canadian Museum of Nature in partnership with the Montreal Science Centre, the Yukon Beringia Interpretive Centre and the Royal Tyrrell Museum of Palaeontology.*