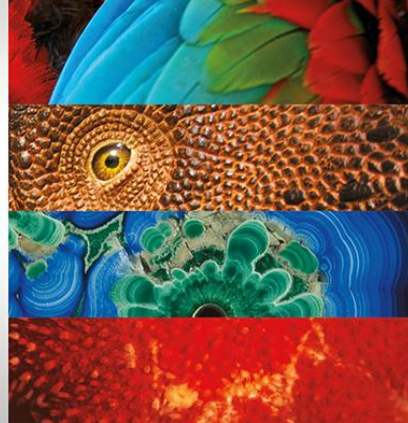




nature ON TOUR



Marketing Plan

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
Advertising Templates			
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"/>
Promotion Templates			
Rack Cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exterior Banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Relations Templates			
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 to 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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