

Helping Americans Experience Canada

Trips to Canada Change Lives Forever



by: Jennifer Young, owner

The All-Canada Show was founded by my dad, Dave Hutchison, almost 29 years ago. He traveled to Canada with our family in 1983 to Anderson's Lodge.

We drove up with two cars, my parents, my grandpa Hutch (who was over 80) and six kids ranging in age from 7 to 15. It changed our lives forever.

Americans love the outdoors. We love fishing and hunting, and we live in a crowded busy world. When Americans travel to Canada to your lodges, camps, and resorts, they experience something that they don't have at home. Wide open spaces, peace, quiet, sounds of the animals, birds, water, float planes coming and going. It is a way for us to connect with new friends and reconnect with your family and friends.

You are sharing a gift of "memory makers" which is an amazing gift to share.

I was lucky to participate in a trip to the Arctic this summer with High Arctic Lodge. Norm McCreight was hunting musk ox, and I was hunting for a great TV show and magazine story. We both got what we were looking for—musk ox, Arctic Char, tundra, good story and show.

I've never hunted before, but this was very exciting. For over a year now my 12 year old son, Brian, has been asking me to

sign him up for WI hunter's safety so that he could go hunting this fall with his Grandpa Hutch.

It just so happens that we signed up for a class that started on the day that I returned from High Arctic Lodge. Now we have already attended the rifle range day, and are attending the last few classes.

We have bonded so much in this short amount of time, and we have learned a lot about all types of weapons. The more you know about them, the less scary they are. I will be hunting for whitetail in Wisconsin this year, and I have been invited on a few hunts in Canada for next year.

This is a sport that you can begin at any age, and why not? Gathering more memories with your kids, and possibly some great meat for the freezer at the same time.

Happy Hunting. -Jennifer

AllCanada.com and AllCanadaShow.com

We own two websites that point customers to you. The exhibitor rate is \$325/year and the non exhibitor rate is \$450/year. If you haven't already, sign up today, and we can get you added to the sites within 2 business days (including keywords and GPS coordinates). These prices are in U.S. funds. We have an opt-in email list of over 30,000 U.S. fishermen and hunter who love Canada. As an Internet advertiser, you will tap into that market by the benefit of a direct link to your website on AllCanada.com (3 separate searches) plus a bonus of links on each and every city where you have a booth at the All-Canada Show (example: Chicago, Madison, Milwaukee exhibitor lists).



Jennifer and Norm McCreight with musk ox shot with a bow and arrow at High Arctic Lodge. Gates Taxidermy is producing a full size mount for the 2012 All-Canada Show.

2012 SCHEDULE

St Louis	St Charles Convention Ctr.	Jan. 6-8
Indianapolis	The Ritz Charles Carmel, IN	Jan. 9-11
Chicago	Pheasant Run Resort	Jan. 12-15
Madison	Marriott Madison	Jan. 16-18
Milwaukee	Milwaukee Co Sports Complex	Jan. 19-22
Green Bay	ShopKo Hall	Jan. 26-29
Minneapolis	Earle Brown Heritage Center	Feb 17-19



All-Canada Staff Update

Sarah Pelishek has been promoted to Accounting Manager. She has been a loyal and diligent employee with us for over six years. Sarah handles all of the accounting for Bay-Lakes Marketing including A/R's, A/P's, taxes, payroll, monthly and yearly financials. We are lucky to have Sarah as part of the All-Canada Show team.

Joel Prunty is moving on to a new job with a credit union in the Green Bay area. All totaled, Joel participated in 20 All-Canada Show seasons and helped shape our successful formula of attracting outdoors people planning Canadian adventures. We would like to thank Joel for his many years of service. He will be missed. Our agency, HVS

Marketing will be handling a variety of his responsibilities.

Steve Cegielski and the road crew is all set for 2012. We are very happy that our great group will be back again—Josh Krull, Rod Tonn, Jesse Fenske, and Paul Mossip. Norm McCreight and Anthony Padgett will also be returning. Norm has been here 28 years and Tony has been working with us for the past 10 years.



Josh Krull on recent trip to Whitefish Bay Camp

LIMITED TIME OFFER—Ends September 30, 2011



BOOTH SALE

\$100 OFF ANY ADDITIONAL SHOW(S)

Add any All-Canada Show to your 2012 contract between now and September 30, 2011 to receive a \$100 off each show!

CANADA'S Best fishing & hunting



Add any 2012 All-Canada Show to your show contract and we'll take \$100 off the price of each show. If these new shows get you to 5-shows you'll also receive the 5-show discount on each show...adding even more savings. To take advantage of this offer, just email Jennifer at jennifer@allcanada.com or send a fax to 920-983-9985 or call 1-800-325-6290 ext 111.

Start preparing for 2012 Shows



by Steve Cegielski
Wolf River Expo

Over the past few years demand for our exhibitor shipping service between shows has grown rapidly.

Because of high demand for shipping service we're forced to limit the number of exhibitors using this service. We'll take requests on a first-come first-ship basis.....with attention to those flying between shows, summer storage exhibitors, and physical restrictions of exhibitors.

Please pre-register your booth for shipment by emailing me directly steve@wolfriverexpo.com. Include your name, lodge, shows requesting shipping, number of crates, and approximate weights. All shipments must be in shipping container/rubbermaid/ wooden crate, etc.; no cardboard boxes are accepted.

If you would like us to ship your booth from show to show, please call me in DECEMBER to set it up at 920-362-0966. Please leave a specific message (that

you would like shipping) if I don't answer the phone. Our show office will have the appropriate forms and labels ship your parcels. All shipments must be in a shipping container/Rubbermaid/wooden crate and weight no more the 75 lbs. Sorry, we cannot accept cardboard boxes.

The cost of shipping is \$45 per market/per hundredweight for three or less parcels, and \$5 for each additional parcel. We also charge extra \$20 for each market your supplies ship to that is not a show you are attending. We ask that you simply tear-down your booth and pack your display and remaining parcels. Then leave properly labeled booth and parcels in the center of your booth. Your booth and parcels will be in your booth area at your next contracted show by noon the first day of the show.

Special Requests

If you have any special requests take care of them now. Typical things to consider are size of table, carpeting use, electrical needs and booth transport.

So, it's time to start thinking booth set-up. To speed up set-up day for both show staff and exhibitor we again ask you to complete our

table/equip. request form. Our standard 8' X 10' booth includes a 93" X 24" table 42" high with two director's chairs.

There will be no charge for a table swap if requested **prior** to the show, but an at-show table swap has a \$15 charge. There are a limited number of 4' and 6' tables available so make your requests as soon as possible.

Booth options include; red carpet, easels, 13" TV, 4' table, 6' table, extra tables, table height (30" or 42") and extra chairs. Sorry to make you think now, but ultimately it will save both of us time at show time. Please complete enclosed form and we'll honor your requests.

Thanks! Steve

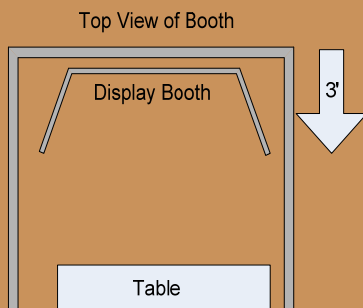


2012 Booth Regulations

Guidelines for Proper Exhibiting

BOOTH REGULATIONS

Your exhibit cannot extend more than 3' from the back of the booth out towards the table. No objects such as fish mounts, tripods, etc. may extend more than 3' from backdrop. No objects larger than a small TV set can be placed on your table top.



OTHER IMPORTANT EXHIBIT RULES

- No smoking at anytime during the show in the exhibit area
- No consumption of alcohol in your booth

- Exhibits must remain intact until the official closing of show
- Exhibitors can only promote Canadian based destinations
- No soliciting of show guests outside of your booth
- Brochures can only be distributed from your booth exhibit
- Management reserves the right to prohibit brochure distribution or exhibits it deems in conflict with the theme of the show

Please carefully read your 2012 Show Contract Agreement for regulations and other important information.

IMPORTANT INFORMATION

Booth Space

If you have not contracted for 2012 send in your contract now to hold your booth. Space is limited in both Chicago and Minneapolis.

Online contracts

All contracts are available on our website AllCanadaShow.com, click on Exhibit Info and scroll down.

Exhibit Space Terms

\$100 with contract

10% by April 1, 2011

50% by June 21, 2011

Balance due October 1, 2011

Internet links

We continually make major upgrades to our site making the \$325 investment even more valuable. Sign-up today if you are not linked.

E-mail addresses

If you change your email address, please let us know. We utilize email more than ever. It is a quick effective way for us to communicate important information.

EMAIL: Sarah@allcanada.com

All-Canada Adventures magazine

If you already have placed your ad, please send your ad materials to Kay Ausloos at Spectra Print kausloos@spectraprint.com or call her at 715-344-5175 ext. 309

Following are the exhibitor rates for 2012. Sign up now for your ads and we'll design your ad for free. All ads are full-color.

Exhibitor Section

1/2 page \$1,130

1/4 page \$ 665

All-Canada Guide direct mail

Sign up now for your ads and we'll design your ad for free. All ads are now color. Space is limited.

Full-Page \$2,615

1/2 page \$1,130

1/4 page \$ 665

The *All-Canada Guide* is a newspaper with feature articles, photos, and other useful information. It will be sent to past All-Canada Show guest households.



ALL-CANADA SHOW NEWSLETTER

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