



DEVELOPING A DIGITAL MEDIA KIT

What is a digital media kit?

An online package that contains promotional material and associated information about a company, product, program, etc.

Why use digital media kits?

One of several free marketing opportunities made available to CanGift exhibitors, media kits are a useful tool for supplying editors with information about your company and products, and an easy way to get noticed at the show.

Get creative!

Showcase what you do best! A well-designed, organized and easy-to-read media kit, featuring photographs will highlight your company's unique selling points.

What type of information should I include?

- The show name (Toronto Gift + Home Market or Alberta Gift + Home Market), your company name, contact info and current booth number to make it easy for attending media to find you
- Photographs (digital high-resolution JPEG format)
- A press release about your newest or most unique product **or**:
- A company fact sheet including details like company size, years in business and fun facts **or**:
- A digital flyer, excluding prices of your products

IMPORTANT

- Media kits are best presented in a single PDF format
- Write clearly and concisely, providing only factual information that will direct an editor's attention to your products
- Proofread your documents carefully – incorrect information and typos are not well-received by busy editors on the go
- A single media material alone (press release, photograph, digital flyer) is not considered a media kit and will not be forwarded to attending media
- Catalogues will not be accepted

Your media kit is your responsibility and it will not be proofread upon submission.