

TRADE SHOWS / B-TO-B

The business-to-business trade requires a targeted approach to media, focusing on a specific marketplace. DS Publicity Group can help you promote and organize your trade show or, if you are an exhibitor, we can help you make the most of your show experience.

Our services include long-term media relations campaigns, newsletters, exhibitor questionnaires, media challenges, contest/promotions, onsite media office services at shows, creation of seminars or news conferences, opening ceremonies and preparation for individual client presentations.

We have run successful campaigns for a range of trade shows, including the Toronto International Gift Fair, the Canadian International Farm Equipment Show, Tea & Coffee Show, Convenience / CARWACS and the Ethnic & Specialty Food Expo.



Canadian International Farm Equipment Show newsletter



Apple Daily – Toronto International Gift Fair