



Management of the Canadian International Farm Show would like to invite your organization to participate in our door to door motor coach program.

Many of our participants have been involved with this program for several years, which involves them renting a bus and inviting their customers to catch a ride directly to the doors of the show! No hassle, no dealing with traffic or parking!

We currently have several participants from dealerships and AG associations, and participation is growing yearly. These organizations help promote the show to a core audience and we are pleased to assist in bringing these qualified buyers directly to the show. We include this messaging in our advertising and on our website.

This year, like last year, we are trying to make this as simple as possible and we will be reimbursing you \$10 per person that comes to the show. It is your decision if you want to charge anything to offset the cost of the motor coach.

For example, some may decide to charge \$10 when the person gets on the bus. We would then pay you an additional \$10, so in fact you would make \$20 off each person, which should cover the cost. Some may not charge anything and that is your decision, but we would still reimburse you the \$10 for that visitor.

Your passengers will be granted **free admission** to the show as being part of this program.

For more information, please contact Denise Miller at 1-888-454-7469 or email dmiller@mpltd.ca

We look forward to hearing from you!

Attached is the [poster](#) and [registration form](#).