



Good Day Fellow County of Brant Organizations/Events & Attractions,

On behalf of the Paris Agricultural Society producers of The Paris Fair (September 2-6, 2010), welcome to “This Is Brantastic!”™

A marketing initiative created by PAS, largely funded by a ‘Celebrate Ontario’ Tourism Ontario grant, “This Is Brantastic!”™ is designed to showcase the year round events, festivals & attractions that make our community of Brant a fantastic destination point all year long.

We are inviting your organization/event/attraction to participate – to use the 80,000+ guests the Paris Fair draws to advertise and showcase what you have to offer. We want Paris Fair goers to experience our great community all year long.

“This Is Brantastic!”™ has a mandate of increasing the economic drivers of the tourism industry within our community. This will be done by attracting new comers & first timers to our area as well as encouraging already frequent &/or local visitors to stay longer and spend more. Both groups then will be targeted and heavily encouraged to return more often throughout the year experiencing more of what our community has to offer.

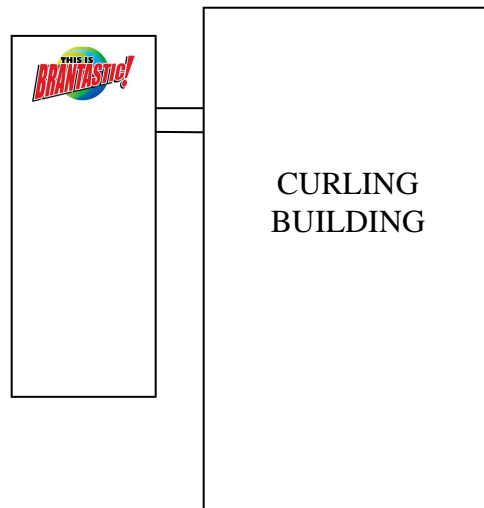
“This Is Brantastic!”™ will be heavily marketed inside the traditional Paris Fair market region **and** as separate brand it will be marketed along the 401, 402 & 403 corridors from Windsor through London up to Guelph and across the region from Sarnia to Simcoe to Hamilton.

We invite you to participate by having literature / personnel / displays onsite during the Paris Fair where your organization/event/attraction can showcase to the masses what you have to offer, where & when. This unique opportunity to

use the areas largest event to reach new markets, new customers, new revenue sources is designed to help all of Brant – so c'mon let's make the most of it!

To attract the additional markets mentioned above we have created a venue that will be at The 152nd Paris Fair. The “This Is Brantastic!”™ Pavilion will be a MAJOR destination point as 4 of Canada's top home décor and culinary television celebrities will be entertaining the crowds. The actual pavilion will be just north of the curling building. Capable of seating 350 guests, the pavilion will see 1 celebrity per day Friday through Monday perform 2 shows on a professionally produced stage where the audience can get up close and personal with the stars of CBC, DIVA, HGTV and W TV Networks.

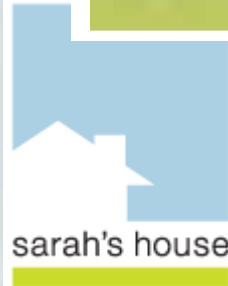
The “This Is Brantastic!”™ Pavilion will only be accessible (for entry) via the curling building where various displays and commercial vendors will see a definite spike in attendance. The extreme east end of the curling building as well as portions of the north & south walls will be opened up for your groups to display and showcase your events to the thousands that will be heading to see the celebrity shows.



Your organization/event/attraction can have displays (manned or unmanned), personnel, literature, powerpoint/DVD presentations whatever you feel might work to engage the guests. The cost to participating organizations is \$75 which will be used to create large corrugated sign panels advertising the groups participating. These panels will be on display in various areas throughout the fairgrounds serving as reminders to get over to the “This Is Brantastic!”™ Pavilion.

The only requirement is that any organization/event/attraction participating must include their display for each of the 5 days of the Paris Fair.

So who are these famous faces who will attract thousands of guests both local and away into the Paris Fairgrounds to learn just how great our community is? Well, performing at The “This Is Brantastic!”™ Pavilion are some of Canada’s most recognizable faces in home décor and culinary cuisine. Have a look...



Tommy Smythe, Designer
***Sarah's House* and *Design inc.* on HGTV**
Appearing Friday Sept 3 Ex Centre 2pm & 7pm



Jim Caruk, Master Contractor
Star of *Real Reno's* on HGTV
Appearing Saturday Sept. 4 “This Is Brantastic!” Pavilion 1pm & 5pm



Kary Osmond, Featured Chef in Canadian Living Magazine
Host of *Best Recipes Ever* on CBC TV
Appearing Sunday Sept. 5 "This Is Brantastic!" Pavilion 1pm & 5pm
Appearing courtesy of The Brant County Federation of Agriculture



Christine Cushing
Host of *Fearless in the Kitchen* on W & Viva Networks
Appearing Monday Sept 6 "This Is Brantastic!" Pavilion 1pm & 5pm



Please indicate your interest in having your organization/event/attraction included in "This Is Brantastic!"™ as soon as possible. Space is limited and therefore the deadline to indicate your commitment in participating is Friday July 30th, 2010.

Once again on behalf of The Paris Agricultural Society and The 152nd Paris Fair, we look forward to hearing from you and do hope you will participate in one of the most unique and high profile events to come to Brant County. Let's all take advantage to scream loud & clear just how great our community is and that we're open all year long – after all this is our home..."**This Is Brantastic!**"™

Sincerely,
Russell Press
General Manager
Paris Agricultural Society

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The graphic features four circular portraits of individuals: Kary Osmond (bottom left), Tommy Smythe (top left), Christine Cushing (top center), and Jim Caruk (top right). Below the portraits is a large, stylized logo for "THIS IS BRANTASTIC!™". The logo consists of the words "THIS IS" in a bold, black, sans-serif font above the word "BRANTASTIC!" in a large, red, italicized, outlined font. A small "TM" symbol is positioned to the right of "BRANTASTIC!". Below the main logo, the text "SEPT. 3,4,5&6, 2010" is written in a red, sans-serif font, followed by "PARIS, Ontario" and the website "www.parisfairgrounds.com" in a smaller, black, sans-serif font. The entire graphic is set against a background of a stylized globe with green and blue segments.