



Promoting

Posters and Handbills ...

We request that you limit your poster size to a maximum of 11x17 as postering space is very limited along 9th Avenue. There are city approved poster board areas you can use. Please do not place posters on lamp posts or directly on to buildings or glass windows unless given expressed approval by the establishment.

Our Info Booth, which will be located at the Alexandra Centre at 922 - 9 Ave SE during the run of the Fringe will be surrounded by fencing, which we found doubles great as a Poster Marquee! There will also be hanging folder pockets available at this tent for you to place your handbills and/or programs.

We will also have a 'Fringe Poster Marquee Walk' bordering the City of Calgary parking lot on the corner of 9 Ave and 12 Str SE that you can utilize as well.

While Fringe patrons may be judicious regarding which shows they want to see, they do not have any choice regarding what they see onsite. Since the Fringe site in general is open to the public, we ask that any handbill or posters that you produce refrain from using obscenities. This is to your own benefit as by-law officers may charge you up to \$110.00 per poster if it includes obscenities.

You may bring your own poster sandwich board to advertise your show with the clear understanding that you are responsible for setting up and striking your sandwich board each day from the Fringe site. If you are planning on using a sandwich board, please contact Michele Gallant, Festival Director, to determine if there is suitable area/space for your sandwich board.

Need help getting your posters distributed?

Contact the **Be Seen Street Team** (their information posted as a separate link on this web page).

Other Promotional Opportunities ...

Inglewood SunFest...there will be an outdoor component this year happening along 9th Ave in Inglewood on **Saturday, August 3rd** from **11 am to 6 pm**. 3 blocks of 9th Ave SE gets closed down so there'll be street performers, art installations, vendors, etc.

The Inglewood SunFest is the perfect opportunity to hobnob with the Fair goers and pass out flyers! So make sure you take advantage!! Roam around!

Other areas to hand out flyers:

- 1) Stephen Avenue Mall (8th Avenue SW) in the Downtown core during lunch (between 11:30 am and 2:30 pm usually the busiest).
- 2) Princess Island Park along Memorial Drive.
- 3) Eau Claire Market located on the corner of 2nd Street and 2nd Avenue SW.

Workin' the Lines! ... The most important thing that you can do is get out there and work the streets, hobnob with patrons, work the theatre lines and generally thinking outside the box! The BIG thing is to get out there and work it, work it, work it! Be creative, engage the patrons, go into stores and chat it up with the customers ... be engaging, be approachable ... heck, dress up in costumes and do an impromptu performance right there on the street!

Keeping in Touch with the Media ...

The complaint we hear most often from our local media about Fringe Artists is that they can't connect with the artists easily. We know that it's a crazy-busy time for you, but if no member of your company has a cell phone or pager number that can be used in media contact materials, then at least designate one member of your company to check an answering machine or voice mail at least a couple times a day. We would recommend that you check your e-mails on a frequent basis as well.

Please make sure that your contact phone number and e-mail addresses are up to date. Nothing worse than not being able to track you down!

Fringe Web Site ...

We've been actively directing anyone who asks about the Fringe to our website (www.calgaryfringe.ca) as it is the best place to find out about anything Calgary Fringe-ian. We spent a full day giving out Fringe stickers with our website address on it to as many of the 100,000 people that were estimated to have attended the Lilac Festival in May, as well as in East Village during Canada Day Celebrations in July.

Direct anyone you are talking with to the website. Along with the Fringe Festival Guide, it's the best source of show information.

Speaking of the Fringe Guide ...

Our Festival Guide can be picked up at select Inglewood merchants beginning July 21st (the central location of our Fringe site) or downloaded from our website. We will also have them in stock to hand out to patrons at our Information Booth, and venue locations and others, as well as auxiliary promotion events and other summer events.