

# ACTIVATIONS AT PLAYLAND



Reach over 350,000 people at Playland Amusement Park.  
Choose from a variety of prime sampling locations and a flexible selection of dates.



## 2019 PLAYLAND RATES

Rate	\$500 per day per 100 sq. ft.
Roaming	\$750 per day (does not include static location)

- Pricing includes space rental only. Power, tents, tables, chairs and other items can be rented from the PNE for an additional charge.
- Activation booths must be properly staffed and functional during Playland's full operational hours, rain or shine.
- All samples, activities and products must be approved in advance by the PNE.
- The PNE maintains a strict **"No balloons, No stickers"** policy.

## ATTENDANCE GUARANTEE:

The PNE understands your need to reach metrics during your time on site. We expect a minimum of 1,500 guests daily. Should attendance fall below this number during your activation date, we will credit you 1 additional date at no additional fee\*. Average daily attendance is 2,500-5,000.

*\* Space only. Does not include activation resources (e.g. equipment and staffing). No refunds.*

### WHY DO PEOPLE COME TO PLAYLAND?

- 1 FUN THING TO DO**
- 2 TRADITION**
- 3 RIDES**

**OPERATING HOURS:** Select dates, May 4–September 15, 2019. Visit [pne.ca](http://pne.ca) for full list of operating dates and hours.

LET'S TALK SAMPLING!

Melissa Moskal  
Account Manager, Corporate Partnerships  
604.251.7775 • [mmoskal@pne.ca](mailto:mmoskal@pne.ca)