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ProMotions (A div of ***T & L Food Merchandising Services Ltd***) was formed in 1977 as a demonstration company dedicated to providing clients with the best in product demonstrations and presentations.

We take pride in our professional, knowledgeable and friendly demonstration staff that are experienced in performing demonstrations for food products, cosmetics, household products, food industry equipment and electrical appliances etc.

ProMotions head office is located in Toronto, and although Ontario is our main area of focus, we are capable of providing demonstrators on a national level from St. John's to Vancouver.

During our **34 year** history, we have established an impressive and varied clientele throughout Canada and the United States. Our personal touch has enabled us to tailor our services to the individual needs of our clients on a national scale.

Our Services

- In Store Promotions
- In Store Merchandising
- Trade and/or Consumer Shows
- Mascots
- Mystery Shoppers
- Consumer Surveys
- Mall sampling and Coupon distribution

Why ProMotions Ltd.?

ProMotions have a proven track record in product launching and promotion with a wide and varied client base. Our networks of thoroughly trained field personnel are overseen by a team of supervisors both in Ontario and on a countrywide basis.

Our selection process is strict and is based upon the following criteria:

- Aptitude for Sales and Representation
- Enthusiasm
- Personality
- Neatness
- Friendliness

You will also be provided with a final detailed report reflecting qualitative and quantitative results (i.e.; samples, sales, coupons, pricing, store traffic and inventory).

Administration Services

- Demonstration Booking & Confirmation
- Prior to the demonstration, ProMotions will provide the following services:
- Assist in establishing a store location list that meets the objectives of the client program
 - **OR**
- Client can establish the store list.
- Confirm program with retailers Head Office or independent stores
 - **OR**
- Client will confirm the program directly.
- Contact individual stores by phone in order to confirm demonstration dates and times, and to confirm product availability in the stores.
- Send confirmation letters to Client and retailers Head Office.
- Provide product information and instructions to the demonstrators, or conduct briefings if required.

Training & Product Knowledge

In addition to the training and experience that our demonstrators bring with them, our personnel also receive specific instructions relative to the individual product. This provides them with a detailed knowledge of your product and ensures that you are well represented.

This product knowledge can either be in the form of printed material, or in some cases special briefing sessions.

Our demonstrators will outline the advantages of your product and describe its various uses. Your sales will be enhanced by detailed product information.

Follow-Up Reporting

ProMotions Ltd. provides you with detailed reports on completion of your demonstration.

Reports include statistics on all sales as well as on samples handed out during the demonstration.

Our demonstrators are instructed to complete their reports as accurately, neatly and completely as possible in order that they may be easily understood and will record consumers' comments in the manner that they have received them, just as if you had been in the store yourself.

CONCLUSION

ProMotions Ltd. is confident that we can meet your company's promotional requirements and assist you in showcasing your products to the full extent at a competitive rate. **Contact us today for your upcoming event and a Client Rate Card 416-497-6573.**

ProMotions Ltd. management and staff are committed to providing you with the best service possible.

“Your Business is our Business”