

QUESTIONS FOR SPECIAL EVENTS			
Supplier Contact Details			
Name:	Company:	Title:	
Email Address:	Office Number:	Mobile Number:	
Primary On-site event Contact:			
Name:	Title:		
Email Address:	Office Number:	Mobile Number:	
Contact details for talent (i.e. Agent, Manager, Personal Publicist) Please note, LCBO Communications and Special Events teams will require this information prior to event			
Name:	Company:	Title:	
Email Address:	Office Number:	Mobile Number:	
General Event Details			
Event Name:	Preferred Event Date:	Alternative Event Date:	
Preferred Store Location (store# or city):		Alternative Store Location (store# or city):	
*Store selection is ultimately up to the LCBO			
Product Name:	SKU#:	Talent Name:	
Event Description			
Type of Event	<input type="checkbox"/> Meet & Greet and/or Product Signing <input type="checkbox"/> Tasting		
Would talent be willing to travel outside GTA for in-store appearance			
Yes	No	If Yes, please provide specific areas	
If there are plans for a tasting please provide the following information			
Who is responsible for managing the tasting			
Will it be ticketed Yes No			
If there are plans for a signing, please provide the following information			
How long will talent sign		How many bottles will the store require for the signing	
What is the talent willing to sign? Just Bottles Bottles + Other Collateral - please specify			
Please provide full list of on-site representatives for the event (name and responsibility)			
Product Type			
Ontario Wine	VQA Wine	Vintages	
Domestic Beer	International Beer	Domestic Spirit	International Spirits
If international, please provide region:			
Product Release Date:	Product Price: \$	Quantity Available at LCBO:	
Where will this product be available?			
Wide release across LCBO store network & LCBO.com			
Limited release across LCBO store network & LCBO.com			
LCBO stores only			
Is this product exclusive to the LCBO in Canada?		Yes No	
Will you require the following?			
<input type="checkbox"/> Table <input type="checkbox"/> Chairs <input type="checkbox"/> Signage <input type="checkbox"/> Stations <input type="checkbox"/> Glassware <input type="checkbox"/> Pens/Markers <input type="checkbox"/> Other			
Please list any additional signage you will be creating for the event here.			
Please write "N/A" if you do not have additional signage			
Every in-store appearance is required to have an 8'x8' backdrop. Will you be creating your own, or using the LCBO branded backdrop?			
We will create our own		We will use the LCBO branded backdrop	

TALENT INFORMATION	
Talent's social media handles	
Instagram	Twitter
Facebook	Other
Will personal PR teams be attending with talent	Yes No
When is the talent's anticipated arrival? *Please note that we ask all non-local talent to arrive no later than the evening before their event to ensure their arrival.	
Will talent be travelling with personal security?	Yes No
If "yes", Name of the security company Team members	
Are you aware of any security threats to the talent?	

MEDIA, PHOTOGRAPHY, & MARKETING	
Will you be hiring a photographer for the event	Yes No
If "yes", Photographer Name:	Contact Details
Are photos with customers allowed	Yes No
If "no", please answer the following:	
Who will be responsible for enforcing no photography:	
Will the house photographer be taking photos of talent with fans? Yes No	
If so, how will fans access the photo?	
How will you be promoting the event <input type="checkbox"/> Social Media <input type="checkbox"/> Radio <input type="checkbox"/> TV <input type="checkbox"/> Online <input type="checkbox"/> Print	
Will media be allowed/invited to the event? Yes No	
What kind of media will be allowed to attend?	
Will talent:	Pose for photography only Media interviews and photography