

H. CORPORATE VEHICLE

1. Corporate or brand name and logo may be displayed on a corporate vehicle.
2. A corporate vehicle may appear at the site of a sponsored event.

I. ARENA SIGNS

1. Corporate or brand identified signs (for example, scoreboard panels, rinkboards) may be rented in an arena or stadium used primarily for structured sporting or entertainment events.
2. Temporary signs (for example, banners) may be displayed in a community arena only during a sponsored event.
3. Signs which advertise liquor may not be used at events involving minors (for example, minor hockey week).

J. CONTESTS

1. Sponsorship or co-sponsorship of a publicly advertised contest may be undertaken.
2. A contest sponsored by a liquor supplier must be directed towards persons of legal drinking age.
3. An individual must not be required to purchase or consume liquor to participate in or qualify for a contest or draw.
4. If any portion of a contest is conducted on licensed premises, the activity must follow "Policy Guidelines - Product Promotions in Licensed Premises".
5. All applicable provincial and federal regulations must be followed.

K. LIQUOR INDUSTRY TRADE SHOWS

1. Participation in a liquor trade show may be undertaken with a display or display and sampling booth.
2. Liquor suppliers are permitted to sell or provide samples of their liquor at a liquor related trade show subject to both the requirements for participation set by the trade show operator and these guidelines.
3. A trade show operator may request that a retail liquor store be permitted to sell liquor products for off premises consumption at the location of the trade show.
4. All categories of liquor may be sampled. Maximum sample sizes are as follows:

beer	-	112 ml	(4 oz.)
coolers	-	112 ml	(4 oz.)
wine	-	56 ml	(2 oz.)
spirits	-	14 ml	(1/2 oz.)
liqueurs	-	14 ml	(1/2 oz.)