



# Information Bulletin

To agents and suppliers

## VISIBILITY À LA CARTE PROMOTIONAL OFFER GUIDE

**Montreal, February 23, 2007** - The SAQ proposes a large range of promotional offers to maximize the visibility of your products in our outlets. In order to help you better seize all opportunities, a new tool, launched last summer at Contact 2006 (SAQ's golf tournament), has made Quebec agents' work that much easier.

The **Visibility à la carte** promotional offer guide clearly, concisely and accurately presents the various marketing tools and promotional programs developed by the SAQ. Designed as an illustrated card deck, the guide gathers together and presents all the relevant promotional positioning information (magazines, discounts, exposure in sales outlets, etc.).

The guide is available online at [www.saq-b2b.com](http://www.saq-b2b.com), on the Marketing Approach page. You can also find there the coloured coded rate card associated with the different promotional offers.

Available in French and English, the guide and the rate card can be delivered<sup>1</sup> free of charge to help meet the needs of your sales force. To place your order for a hard copy, please contact the Business Relations Assistance Service (SARA) by email at [sara@saq.qc.ca](mailto:sara@saq.qc.ca) or by phone at 514 254-2711.

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<sup>1</sup>Free while supplies last. Allow 2 weeks for delivery.