



**LARGE FORMAT, TRADESHOW EXHIBITS  
AND BANNERS**



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## ONTARIO'S VEAL FARMERS

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**Client: Ontario Veal Association**

The Ontario Veal Association needed a booth and banner so they could reach the urban public and educate them about the veal industry. By challenging preconceived notions and portraying producers in a positive light, the association hopes to continue to build consumer confidence and public trust.



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### ONTARIO PORK SPECIAL EVENT VAN

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**Client: Ontario Pork Producer's Marketing Board**

This one is a blast from the past. Designed by Gordon MacGregor, the principal, before he started the company, this special event vehicle for Ontario Pork really turns heads. The shot was meticulously art directed to fit the side of the van and trailer. It's designed to appear seamless, even when the trailer is disconnected. But the best part—the flames—are done in reflective vinyl. Under high beams at night all you saw was a wall of fire. It got a lot of attention from people, including the police.



FRESH ONTARIO VEAL SOBEY LAUNCH

**Client: Ontario Veal Association**

The folks at Ontario Veal had a Quality Assured Veal program launched in Sobey's. The industry launch took place at the then president's farm. So we did up these banners, with no budget, no time, and hardware from the HomeDepot. Necessity is the mother of invention!