

## I Love PEI



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People love the idea of coming to PEI for their meeting or convention. Giving your delegates an item or two that says "I Love PEI" will be a reminder of what a great time they had on our little Island.

**I Love PEI Tote Bags** are perfect as a delegate bag for your conference but we have many other suggestions to make an ideal delegate package.

### Delegate Package suggestions:

- The small (2" x 4") sticker
- Bumper sticker (3" x 6" on outdoor vinyl)
- Oval Sticker (2.5" x 5" that says "I Left My Heart in PEI")
- Soft key tag
- 2.5" round button
- Postcards

**An unique item** - A small glass bottle with a cork stopper; inside is a small piece of PEI sea glass and some PEI beach sand.

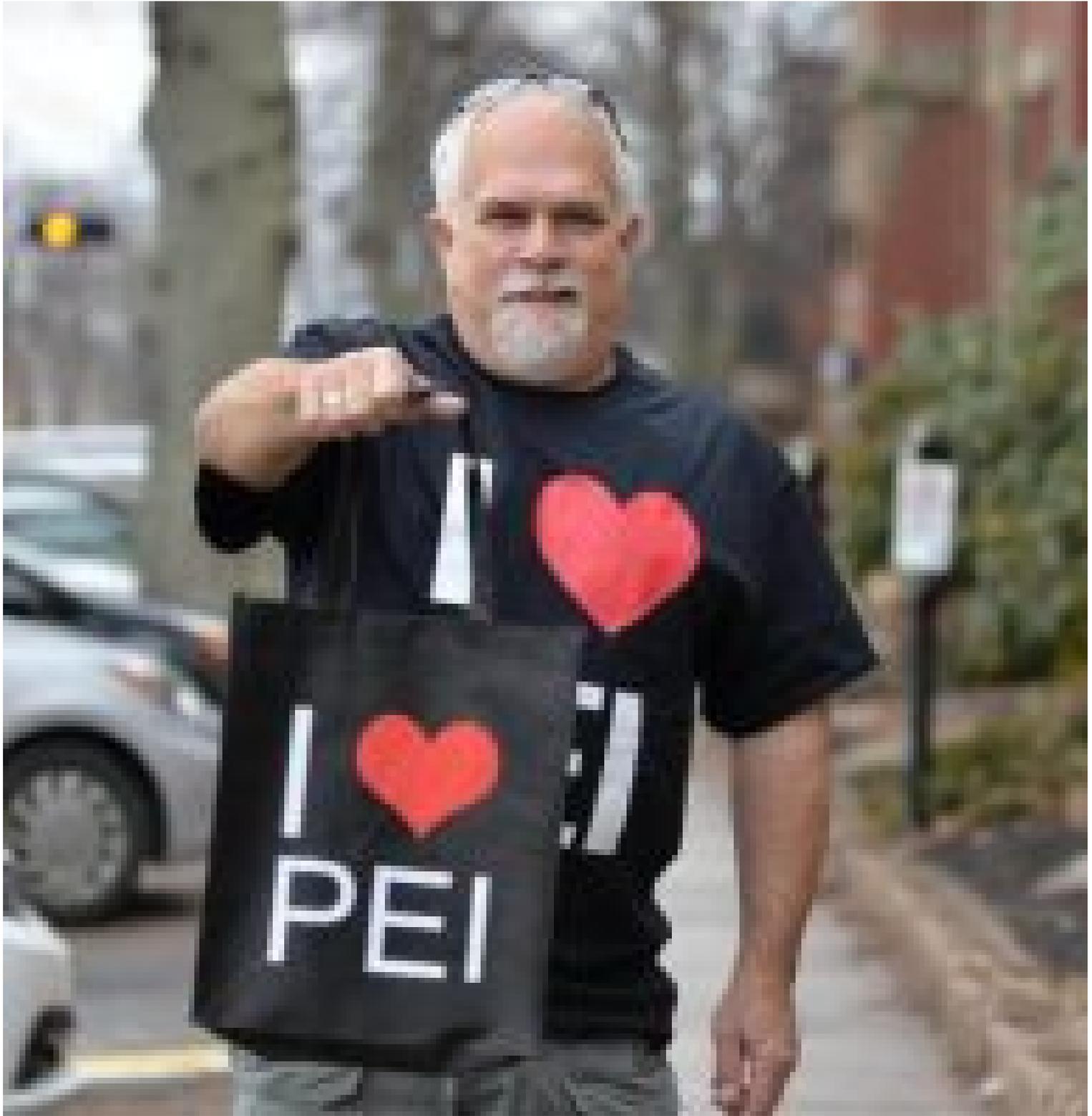
### Guest speakers suggestions:

- Coffee mugs
- Hoodies (zippered or pullover)
- Ball caps
- Toques and mittens - for winter meetings

Prices will be based on quantity ordered.

### Lloyd Kerry

I love PEI; I've lived here all my life and, although I've travelled quite a bit, I'm staying here. I also love logos, text, fonts, graphics... I've always admired the I Heart [place] logo and when I was trying to decide how to rebrand my woodworking items that I sold at the Charlottetown Sunday market, I knew I had to get the name PEI in there.



One of my more popular woodworking items is my wooden BBQ scraper. With all the scare in the media about wire bristles coming loose in regular scrapers, I decided to make one out of wood. At my booth last summer, an American tourist stopped to buy one. She said do you make these here on the Island? I said yes, then she said you should have that on the scraper, tourists love to see the PEI name. I jokingly pulled a Sharpie marker out of my pocket and she said 'sure, go ahead. And sign your name too'.

So, that got me to thinking maybe there's an opportunity for a new brand. I thought about for a while and then the I Heart logo popped into my head. I thought someone must have done this already so I spent a couple hours searching on the internet. No luck, er, no bad luck that is. Seemed like it was still available. The next day I filed for the trademark for I Love [Heart] PEI. I'm optimistic once the procedure is complete, the trademark will be mine.