

**Atlantic Canada Launch Export Program Mission
to Ottawa and Toronto November 2025**



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada

DELEGATE CORPORATE PROFILE

Company information	Company name: Mayday Print & Swagshop Inc.
Contact information	Name Beth Crowell, CEO
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Alternate Contact	Name: Mariah Lirette, Swag Expert
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Website	maydaygroup.ca
Delegates Attending	Beth Crowell, CEO, Mayday Print & Swagshop Inc.
Company Logo (insert or attach)	

Company Description	<p>Mayday Print & Swagshop Inc. has been helping brands stand out since 2003. Based in Fredericton, NB and serving clients across Canada, we specialize in high-quality print, custom apparel, and promotional products — from business cards and brochures to branded t-shirts, hoodies, mugs, pens, and event swag.</p> <p>Whether you need everyday marketing collateral, campaign support, or memorable branded merchandise, we deliver creative solutions that connect, inspire, and leave lasting impressions.</p> <p>With over 20 years of experience, we're experts at helping clients choose the right apparel, products, and decoration methods to maximize their brand's impact. As a certified Indigenous company, we are also developing offerings that feature original Indigenous artwork on promotional products.</p>
Product and/or Service Information. Unique benefit you seek to promote for your service or product (USP).	<p>We are a certified Indigenous business providing our clients with:</p> <ul style="list-style-type: none"> • Print services • Promotional products • Marketing collateral <p>We offer custom promotional products and apparel with a variety of decorating methods. We create and fulfill branded merchandise online stores that support employee programs, fundraising initiatives, and promotional campaigns.</p> <p>We highlight eco-friendly options such as reusable products, recycled materials, and sustainable swag whenever feasible.</p> <p>We are currently developing a line of promotional products decorated with original Indigenous art while ensuring fair compensation to the artists.</p>
Exporting	

Sales Pitch:	<p>Mayday Print & Swagshop Inc. is a certified Indigenous and women-owned Canadian business specializing in print and promotional merchandise. We proudly support supplier diversity programs and partner with organizations seeking authentic, values-driven solutions.</p> <p>We offer:</p> <ul style="list-style-type: none"> • Truth and Reconciliation merchandise featuring designs by Indigenous artists. • Custom retail and wholesale products • High-quality print and branded merchandise backed by 20+ years of expertise. <p>What sets us apart:</p> <ul style="list-style-type: none"> • Indigenous-owned, community-driven, and committed to sustainability. • Creative, customized solutions that resonate with your audience. • A trusted, collaborative partner dedicated to your company's brand for lasting impact.
Businesses of Diversity	Aboriginal and/or Indigenous persons Women

Needs Assessment:

Currently Exporting	
Tell us a bit more about your expectations, interests, and goals for the mission	Networking with procurement individuals and marketing managers including supplier diversity associations, government, strategic partners, and suppliers.
Does your company have ready-for-mission marketing assets, either digital or handouts? Please select all that apply (email with the approved DELEGATE CORPORATE PROFILE):	Brochures Company Profile Logos Product or Service Information Sheets Website Promotional Product Examples

Social Media and IT information	https://www.instagram.com/mayday_print/ https://www.linkedin.com/in/bethcrowell/ https://www.facebook.com/maydayprintca
List your most important end-users or end-user industries.	<ol style="list-style-type: none"> 1. Government & Public Sector 2. Nonprofits, Associations & Community 3. Education & Training 4. Corporate & Professional Services 5. Healthcare & Wellness 6. Events, Conferences & Trade Shows 7. Retail, Hospitality & Tourism 8. Construction, Trades & Manufacturing
Job title(s) of person in the prospect organization you typically meet with.	<p>Corporate & Professional Services Marketing Manager / Director Communications Manager / Director HR Manager / Director (for employee recognition, uniforms, onboarding kits) Office Manager / Executive Assistant (often handle print + swag orders) Procurement / Purchasing Manager Government & Public Sector Communications Officer / Manager Community Engagement or Outreach Coordinator Procurement / Contracting Officer Event Coordinator / Program Manager Nonprofits & Associations Executive Director (smaller orgs) Fundraising & Development Manager Program Coordinator (campaigns & awareness projects) Communications & Marketing Lead</p>
How is your product typically distributed and marketed (and in other countries if applicable)?	<ul style="list-style-type: none"> • Relationship & reputation-based marketing • Word of mouth & referrals • Digital marketing • Email marketing - promoting new campaigns (e.g., Orange Shirt Day, holiday swag), and offering timely updates. • Client specific programs • Sales & networking • Direct client outreach – building relationships through personalized quotes, proposals, and follow-ups. • Networking & Trade Missions proposals <p>Seeking marketing clients who are seeking not just products, but meaningful partnerships.</p> <p>Indigenous-Owned Certification. Supplier diversity and procurement opportunities.</p> <p>Creative Collateral – business cards, flyers, e-blasts</p>

<p>Describe the type of business partner you are looking for (ideal profile) Nature of relationship sought?</p>	<p>At Mayday Print & Swagshop Inc., we seek partners who share our commitment to quality, creativity, and community impact.</p> <p>Our ideal partners are:</p> <ul style="list-style-type: none"> • Industry-Aligned – Organizations in corporate services, government, nonprofits, education, and events that need high-quality print and branded merchandise. • Values-Driven – Companies and institutions that value sustainability, Indigenous procurement, and community engagement. • Collaborative & Relationship-Focused – Partners who see us not just as a supplier, but as a creative extension of their team. • Growth-Oriented – Distributors, agencies, or representatives who want to expand their offerings with reliable, creative print and promotional solutions. <p>Nature of Partnerships Sought:</p> <ul style="list-style-type: none"> • Clients – Businesses, nonprofits, and government bodies seeking a trusted, long-term provider of print and promotional products. • Strategic Alliances – Partnerships with marketing agencies, design firms, and event planners who can integrate our services into their client solutions. • Representatives / Agents – Individuals or firms who can promote Mayday's services in new markets or sectors. • Joint Ventures (Selective) – For larger campaigns, programs, or markets where collaboration can amplify reach and impact (e.g., national awareness campaigns, Indigenous procurement initiatives). •
<p>Seeking representation in-market?</p>	<p>Yes</p>
<p>Export markets within Canada</p>	<p>We do with one or two clients. This is where we want to build and grow.</p>
<p>Are you currently doing business in the USA? Where, how, with whom.</p>	<p>No.</p>

Particular businesses of interest are:	<ul style="list-style-type: none"> • CCIB • Marketing Managers and Decision Makers • Companies with diversity specialists • Multiple Suppliers - always speak by email - would love to develop a stronger connection • Mississauga area indigenous custom apparel - would love to see what others do.
Embassies/Consulates/Trade Offices of interest are:	Germany and Sweden
Particular that we DO NOT want to meet at are:	None that I know of.
Business Organization Membership	<p>Fredericton Chamber of Commerce PPAI Professional Products Association International PPPC Promotional Product Professionals of Canada WPO - Women Presidents Organization CCIB - Canadian Council for Indigenous Business MMF - Manitoba Métis Federation Citizen</p>
Intake Meeting Notes	<ul style="list-style-type: none"> • General Motors and RBC National Campaigns: they currently do t-shirts, but they can also offer apparel • Works with indigenous designers from other provinces, currently Atlantic Canada Saskatchewan and Manitoba • Events similar to the WPO event Nov. 11th.

