

Canon

# TRADE **IN** UP

SAVE UP TO **\$650\***  
AND STEP-UP TO  
FULL FRAME



STARTS AUGUST 17<sup>TH</sup>, ENDS SEPTEMBER 27<sup>TH</sup>, 2018

GET AN ADDITIONAL **\$500 OFF\*** THE SALE PRICE OF ANY FULL FRAME CANON EOS DSLR WHEN YOU TRADE IN ANY BRAND DIGITAL INTERCHANGEABLE LENS CAMERA\*

**EOS 5D** Mark IV

**EOS 6D** Mark II

CAMERA	SALE PRICE	TRADE-IN DISCOUNT
EOS 5D MARK IV BODY	\$4,199.00	\$500
EOS 5D MARK IV 24-70L	\$5,149.00	\$500
EOS 5D MARK IV 24-105L	\$5,349.00	\$500
EOS 6D MARK II BODY	\$2,399.00	\$500
EOS 6D MARK II 24-105L	\$3,549.00	\$500

SAVE AN ADDITIONAL **\$150 OFF\*** THE SALE PRICE OF THE FOLLOWING L-SERIES LENSES WITH YOUR FULL FRAME PURCHASE



**STACK THE SAVINGS!**

LENSES	SALE PRICE	TRADE-IN DISCOUNT
EF 16-35 f/2.8L III USM	\$2,499.00	\$150
EF 24-70 f/2.8L II USM	\$2,079.00	\$150
EF 70-200 f/2.8L IS II USM	\$2,299.00	\$150
EF 70-200 f/2.8L USM	\$1,479.00	\$150
EF 100-400 f/4.5-5.6L IS II USM	\$2,499.00	\$150

\*SEE REVERSE FOR TERMS AND CONDITIONS.



#### **Terms and Conditions**

\*This Canon Trade-In Trade-Up Program Camera Offer (the "Camera Offer") is valid from August 17, 2018 to September 27, 2018. This Camera Offer is open to residents of Canada who have reached the legal age of majority at the time of participation. For the purposes of this Camera Offer, an eligible participant can purchase a new qualifying full-frame Canon EOS DSLR camera body or kit (a "Qualifying Camera Purchase") and with the trade-in of any brand digital interchangeable lens camera ("Qualifying Product") receive a trade-in discount of CAD \$500.00 off the price of the Qualifying Camera Purchase. Qualifying Camera Purchases include the Canon EOS 5D Mark IV or Canon EOS 6D Mark II. To be eligible for trade-in, your Qualifying Product must meet all the Trade-In Program eligibility requirements, which include, but are not limited to, that the camera is fully functional and working, as determined by Canon's dealer, in its sole discretion, and that the camera is a digital interchangeable lens camera. Limit of one (1) trade-in per Qualifying Camera Purchase. In addition, for a limited time only from August 17, 2018 to September 27, 2018, and in combination with a Qualifying Camera Purchase, Canon shall offer a discount of CAD \$150.00 off the price of a Qualifying Lens Purchase (the "Lens Offer"). This Lens Offer is open to residents of Canada who have reached the legal age of majority at the time of participation and have made a Qualifying Camera Purchase. For the purposes of this Lens Offer, an eligible participant must purchase a new qualifying Canon Lens (a "Qualifying Lens Purchase"). Qualifying Lens Purchases include the Canon EF 16-35mm f/2.8L III USM, the Canon EF 24-70mm f/2.8L II USM, the Canon EF 70-200mm f/2.8L IS II USM, the Canon EF 70-200mm f/2.8L USM, and the Canon EF 100-400mm f/4.5-5.6L IS II USM. Limit of one (1) Qualifying Lens Purchase per eligible participant. This Offer cannot be combined with any other programs or offers. This promotion is non-transferable and cannot be redeemed online. Offers valid in-store only at select Canon authorized dealers. Canon Canada Inc. reserves the right to alter or cancel this promotional offer at any time without notice.

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#### **Lens Coupon Terms and Conditions**

\*This Canon Trade-In Trade-Up Program Lens Offer (the "Lens Offer") is valid from August 17, 2018 to September 27, 2018. For the purposes of this Lens Offer, the qualifying participant must have made a purchase of a new qualifying full frame Canon EOS DSLR camera body or kit (a "Qualifying Camera Purchase") and with the trade-in of any brand digital interchangeable lens camera ("Qualifying Product") received a trade-in discount of CAD \$500.00 off the price of the Qualifying Camera Purchase. Qualifying Camera Purchases include the Canon EOS 5D Mark IV or Canon EOS 6D Mark II. In combination with a Qualifying Camera Purchase, Canon shall offer a discount of CAD \$150.00 off the price of a Qualifying Lens Purchase. This Lens Offer is open to residents of Canada who have reached the legal age of majority at the time of participation and have made a Qualifying Camera Purchase. For the purposes of this Lens Offer, an eligible participant must purchase a new qualifying Canon Lens (a "Qualifying Lens Purchase"). Qualifying Lens Purchases include the Canon EF 16-35mm f/2.8L III USM, the Canon EF 24-70mm f/2.8L II USM, the Canon EF 70-200mm f/2.8L IS II USM, the Canon EF 70-200mm f/2.8L USM, and the Canon EF 100-400mm f/4.5-5.6L IS II USM. Limit of one (1) of each Qualifying Lens Purchase per eligible participant. This Offer cannot be combined with any other programs or offers. This promotion is non-transferable and cannot be redeemed online. Offers valid in-store only at select Canon authorized dealers. Canon Canada Inc. reserves the right to alter or cancel this promotional offer at any time without notice.

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