

THE NATIONAL WOMEN'S SHOW

MONTREAL

March 23 - 25, 2012
PALAIS DES CONGRÈS

www.nationalwomenshow.com



Exhibiting in The National Women's Show is the #1 way to market and sell your products and services!

What is the Show?

The National Women's Show Is The Ultimate Girl's Day Out!

This innovative consumer show was launched in 2002 to cater to the most powerful and influential consumers in the marketplace - women! Since then, it has continued to grow; both in terms of vendor support and consumer attendance, with the 2011 Montréal show attracting 25,700 consumers!

Year-after-year exhibitors see great benefits from participating in this highly interactive event; experiencing a high return on investment.

**If women are part of your target market,
be sure to include the National Women's Show
in your 2012 marketing campaign!**



**Book Your Booth at Canada's Largest
Consumer Shows for Women!**

OTTAWA

September 24 & 25, 2011 - LANSDOWNE PARK
April 14 & 15, 2012 - OTTAWA CONVENTION CENTRE

TORONTO

November 11 - 13, 2011 - METRO TORONTO CONVENTION CENTRE

QUÉBEC CITY

November 19 & 20, 2011 - CENTRE DE FOIRES - EXPOCITÉ

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FOLLOW US ON



THE
NATIONAL
WOMEN'S
SHOW

Why Exhibit?

More Sales! More Leads! More Exposure!

AS AN EXHIBITOR, YOU WILL BENEFIT FROM:

- Increased sales
- More decision makers
- New customers
- Face-to-face relationships
- Brand awareness
- Sampling opportunities

WOMEN MAKE PURCHASING DECISIONS FOR:

- 95% of food & beverage
- 97% of fashion
- 89% of fitness & leisure
- 80% of healthcare
- 60% of automobiles
- 51% of consumer electronics
- 85% of banking and investment
- 91% of houses
- 92% of vacations
- 94% of home furnishing

300+ exhibitors participated in the 2011 Montréal event and 25,700 women attended.



Demographics

AGE BREAKDOWN

- 33% = 19 - 29 years
- 33% = 30 - 40 years
- 34% = 45+ years

HOUSEHOLD INCOME

- 17% = \$100K+
- 52% = \$75K - \$100K
- 16% = \$50K - \$75K
- 15% = under \$50K

NUMBER OF PEOPLE IN HOUSEHOLD

- 10% = 1
- 36% = 2
- 20% = 3
- 34% = 4+

Additional marketing opportunities beyond exhibit space to enhance your exposure at the show are available. Opportunities include, show guide advertising, goodie bag insertions, exit sampling and stage presentations. Please call for more details.



Past and present sponsors include:



Marketing Strategy

WE GET THE WORD OUT!
Montréal campaign includes:

Television Advertising:



Radio Advertising:



Print Advertising:



Grassroots Campaign: A marketing blitz including printed discount admission coupons and posters distributed through exhibitors, retail outlets, community associations, sponsors and media partners. Our database of past attendees, fans on Facebook & Twitter, and women who sign up on our website, also receive electronic coupon and updates about the show.

Custom Exhibitor Collateral: Web buttons and e-coupons, customized with exhibitor and sponsor logos, are created to help with exhibitor and sponsor pre-show marketing.

Website: The show website is promoted in all media campaigns and marketing initiatives. It is a constant source of up-to-date information on celebrity guests, interactive features, seminar schedules, demonstrations, contests and more!

Booking Information

FOR MORE INFORMATION CALL 1-800-891-4859

- Christine Barry, Account Manager, ext. 227
christine@nationalevent.com
- Natalie Weaver, Account Manager, ext. 275
nweaver@nationalevent.com
- Sylvie Fournier, Account Manager, ext. 245
sylvie@nationalevent.com

Take your exposure to the next level!

For more information on sponsorship opportunities, call:
Nashelle Barsky, Sponsorship Manager ext. 231; nbarsky@nationalevent.com



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