

# THE NATIONAL WOMEN'S SHOW

## TORONTO

November 11-13, 2011  
METRO TORONTO CONVENTION CENTRE

[www.nationalwomenshow.com](http://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 2010 Toronto show attracting a record 38,400 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 2011 marketing campaign!**



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

### OTTAWA

April 30 & May 1, 2011 - OTTAWA CONVENTION CENTRE  
September 24 & 25, 2011 - LANSDOWNE PARK

### TORONTO

November 11 - 13, 2011 - METRO TORONTO CONVENTION CENTRE

### QUÉBEC CITY

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

### MONTRÉAL

March 23 - 25, 2012 - PALAIS DES CONGRÈS

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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

**475+ exhibitors participated in the 2010 Toronto event and 38,400 women attended.**



## Demographics

**AGE BREAKDOWN**

- 23% = 19 - 29 years
- 35% = 30 - 40 years
- 42% = 45+ years

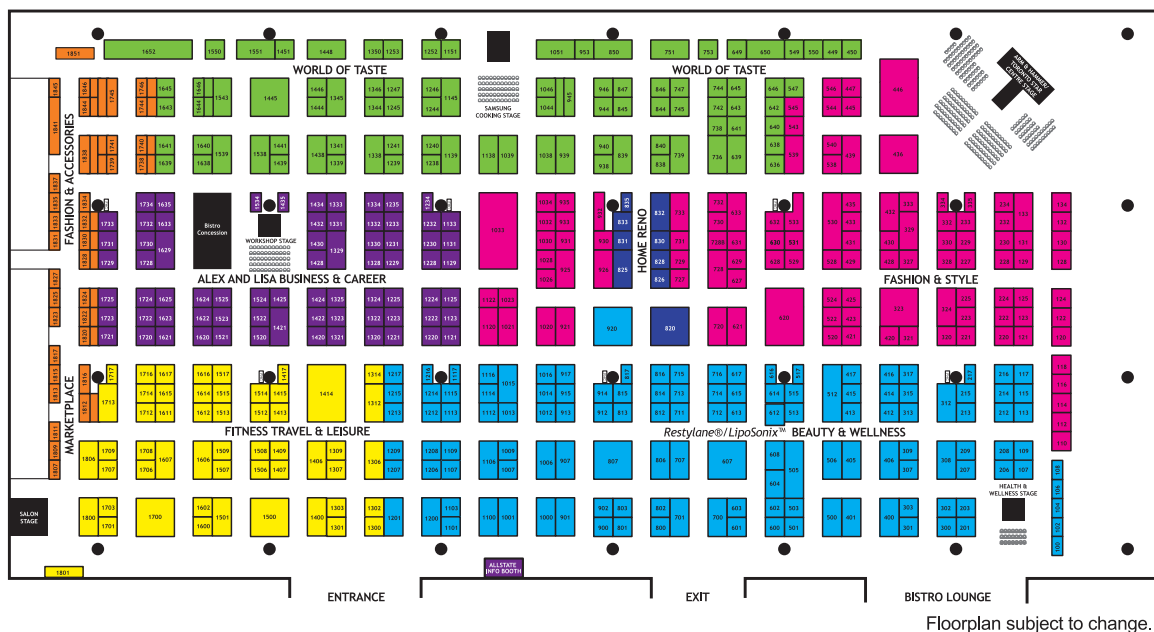
**HOUSEHOLD INCOME**

- 18% = \$100K+
- 48% = \$75K - \$100K
- 18% = \$50K - \$75K
- 16% = under \$50K

**NUMBER OF PEOPLE IN HOUSEHOLD**

- 1 = 14%
- 2 = 26%
- 3 = 17%
- 3+ = 43%

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 & PRESENT SPONSORS INCLUDE:



## Marketing Strategy

**WE GET THE WORD OUT!**  
Toronto 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 or 905-477-2677

Susan Wood, Show Manager ext. 234; susanwood@nationalevent.com  
Katy Baker, Account Manager ext. 235; kbaker@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

**Book your booth by April 30th and tell us you received this brochure for your chance to win 1 of 10 LCBO gift certificates.**

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