

THE
INTERNATIONAL
CENTRE

APRIL 12 | 11:00am - 8:00pm
APRIL 13 | 10:00am - 6:00pm
APRIL 14 | 10:00am - 5:00pm

ALL ABOUT
WOMEN SHOW

CONNECT WITH US:



WWW.ALLABOUTWOMENSHOW.CA

PRODUCED BY:

Ell'Events Inc.

REACH THE #1 CONSUMER - WOMEN!

OVER 80% OF WOMEN MAKE ALL OF THE HOUSEHOLD PURCHASING DECISIONS

ABOUT THE SHOW

AAWS aims to cultivate an event that brings together integrated brand experiences and the city's hidden gems for three fun-filled days of shopping and on-stage programming that will entertain and educate women of all ages. Featuring multiple stages with engaging speakers, celebrity guests, cooking demos, fashion shows, DIY workshops, an ambient Tea Garden, entertainment, and exhibitors carrying the latest products and services. Connect with your existing customers and place your brand in front of thousands of potential customers who will want to see, touch, smell, taste or sample your products and services.

Join us for *A Girls Weekend To Remember!*

EXPECTED ATTENDANCE: 14,000+

SHOW PRODUCER: The Ell'Events team has over 16 years of event production experience, guaranteeing you a quality show and professional exhibitor services.

VENUE: Canada's #1 venue for consumer shows located near Toronto Pearson International Airport offering free parking and access to public transit.

The International Centre, Hall 6
6900 Airport Rd, Toronto, ON

BENEFITS OF PARTICIPATION

- **FACE-TO-FACE INTERACTION** with pre-qualified customers who have bought a ticket to gain access to discover and purchase the latest products and services
- **INCREASE SALES** by retailing your product at the show while simultaneously marketing your business resulting in increased year round sales
- **BUILD RELATIONSHIPS** with existing and new customers and activate word-of-mouth marketing by building confidence
- **INCREASE BRAND RECOGNITION** and loyalty while maximizing your marketing budget
- **PRODUCT SAMPLING** or launching a new product allows you to receive real-time feedback from the public
- **BUILD A DATABASE** of sales leads or expand your email list and social media connections

SHOW STREETS

ARTISAN ANNEX
BEAUTY ROAD
FASHION BLVD
HEALTH & WELLNESS WAY
HOME & DECOR ALLEY
LIFE & CAREER DRIVE
TASTE COURT
TRAVEL & ADVENTURE CORNER
VEGAN LANE

SHOW FEATURES

MAIN STAGE
LIFESTYLE STAGE
CELEBRITY GUESTS
FASHION SHOWS
INTERACTIVE SEMINARS
ENTERTAINMENT
FREE MAKEOVERS
TEA GARDEN

2018 ATTENDEE PROFILE

HOUSEHOLD INCOME

29% • \$100,000 +
34% • \$75,000 - 100,000
24% • \$50,000 - 75,000
13% • less than \$50,000

AGE OF ATTENDEES

10% • <24
19% • 24-34
24% • 35-44
25% • 45-54
22% • 55+

OF PEOPLE IN HOUSEHOLD

11% • 1
35% • 2
15% • 3
39% • 4+

MARKETING AND ADVERTISING PLAN

The All About Women Show will begin its marketing and advertising program twenty weeks prior to the event, through to show weekend. The advertising plan includes:

- Paid Ads through Web, Print & Radio
- Extensive Social Media Marketing Campaign
- 50,000 printed flyers and posters
- Distribution of online and printed coupons
- Overhead bridge banners on major highways/roadways
- Cross promotion through Sponsors & Partners
- Campaigns with top Greater Toronto Area Bloggers
- Targeted Email Promotions
- PR Efforts, Press Releases & Interviews
- Contests and Ticket Giveaways

SOME OF THE MEDIA YOU CAN EXPECT TO SEE US IN:



EXHIBITOR INFO

BOOTH SIZES AND RATES

10' x 10'	\$995
10' x 20'	\$1895
20' x 20'	\$3200

Bulk rate available for larger booths
 Corner Booth premium \$100
 Plus HST (13%) on all rates

EXHIBITOR BOOTH INCLUDES:

- EXHIBIT SPACE WITH DRAPED BOOTH
- SHOW GUIDE LISTING
- 15 FREE ADMISSION PASSES
- 6 EXHIBITOR BADGES
- SOCIAL MEDIA MENTIONS
- DOOR PRIZING OPPORTUNITIES
- STAGE PRESENTATION OPPORTUNITIES
- DIGITAL AND PRINTED PROMOTIONAL PACKAGES SENT TO EACH EXHIBITOR

BAG INSERTION

The first 2000 attendees each day will receive a goody bag of samples and coupons.

Non-Exhibitor - \$600 +HST
Exhibitor - \$300 +HST

6000 PIECES MINIMUM



ADVERTISING - SHOW GUIDE

Full Colour Show Guide and Coupon Book - 5.5" w x 8.25" h

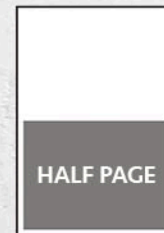
- 10,000 copies to be printed and distributed on site

\$300 + HST
FULL PAGE (BLEED):
 Trim - 5.5" w x 8.25" h
 Bleed - 5.675" w x 8.375" h

DEADLINES

Payment/Space Confirmation - February 28, 2019
 Artwork - March 8, 2019

REQUIRED FILE FORMATS: PDF is the preferred file format for ad submission. All fonts must be embedded (merge the layers, outline the text or convert into curves depending on the design program). If submitting a JPEG, files must be 300dpi. Vector files (.psd or eps) are preferred for logos.



\$200 + HST
HALF PAGE
HORIZONTAL
 5.5" w x 4" h

\$150+ HST
QUARTER PAGE
HORIZONTAL
 2.75" w x 4" h

SPONSORSHIP PACKAGES

Take advantage of the extensive pre-event marketing and increase public awareness of your brand. Sponsorship allows you to present your company as an industry leader and make a distinctive impact on the attendees. Packages can be customized to meet your specific goals and budget.

PRESENTING SPONSOR - \$15,000

As the Presenting Sponsor of The All About Women Show, your company will receive extensive exposure and the highest level of visibility in pre-event promotions via the festival's mass multi-media campaign and all throughout the three-day event. All references to the event will state The All About Women Show sponsored by or brought to you by "Your Company Name".

This sponsorship package also includes:

- Company name and/or logo on all promotional mediums and campaigns including transit, print, radio, social media and digital advertisements
- Custom branding placement - we will work with you to create a custom campaign that will create a conversation with attendees before and after the event and/or an interactive exhibit that will engage the attendees and make a lasting impact
- 20' x 20' festival booth or site space (\$3200 value)
- Exclusive logo inclusion on Road Signs and Bridge Banners on major highways and roadways throughout the Greater Toronto Area
- Recognition as Presenting Sponsor in all media releases and on-stage announcements
- Company name/logo on sponsor signage at the entrance and throughout the event
- Full page advertisement on the inside front cover of the Show Guide (\$400 value)
- Insertion into the goody bag of promotional materials and/or product (\$300 value)



MAIN STAGE SPONSOR - \$10,000

As The All About Women Show main stage sponsor, you will have the opportunity to place your brand at the focal point of the event. The main stage will host 3 days filled with speakers, celebrity guests, fashion shows and entertainment. Your company will have exclusive naming rights of the main stage and all media references will state "Sponsor Name Main Stage".

This sponsorship package also includes:

- Company name and/or logo on transit, print, radio, social media and digital advertisements
- Recognition as the Stage Sponsor in all press releases of celebrity guests
- Recognition as the Stage Sponsor with on-stage announcements at the event with an opportunity for stage presentations, workshops or demos with prominent branded signage on the main stage
- Company name and logo on sponsor signage throughout the event
- Custom branding placement - we will work with you to create a campaign and/or an interactive exhibit that will engage the attendees and make a lasting impact
- 10' x 20' festival booth or site space (\$1895 value)
- Full page advertisement in the Show Guide (\$400 value)
- Insertion into the goody bag of promotional materials and/or product (\$300 value)

SUB STAGE SPONSOR - \$5,000

As the All About Women Show sub-stage sponsor, you will have the opportunity to place your brand at one of the main focal points of the event. The feature stage will host 3 days filled with speakers, workshops, and demonstrations. Your company will have exclusive naming rights of the stage and all media references will state "Sponsor Name Stage".

This sponsorship package also includes:

- Company name and/or logo on promotional campaigns including print, social media and digital advertisements
- Recognition as the Stage Sponsor with on-stage announcements and an opportunity for stage presentations
- Prominent branded signage on the feature stage
- Company name and logo on sponsor signage throughout the event
- 10' x 20' festival booth or site space (\$1895 value)
- Half page advertisement in the Show Guide (\$225 value)
- Insertion into the goody bag of promotional materials and/or product (\$300 value)

TEA GARDEN SPONSOR - \$5,000

An opportunity to sponsor a custom designed Tea Garden filled with luscious greenery, floral influences, and comfortable seating. Attendees are welcome to sample and enjoy different flavoured teas while soaking in their surroundings. Your company will have exclusive naming rights over this unique and intimate feature area, and all media references will state "Tea Garden by Sponsor Name".

This sponsorship package also includes:

- Company name and/or logo on promotional campaigns including print, social media and digital advertisements
- Prominent branded signage in the feature area
- Company name and logo on sponsor signage throughout the event
- 10' x 20' festival booth or site space (\$1895 value)
- Half page advertisement in the Show Guide (\$225 value)
- Insertion into the goody bag of promotional materials and/or product (\$300 value)

OFFICIAL PRODUCT SPONSOR- \$2,500

- Your brand named as the Official Product Sponsor
- Company name and/or logo on promotional campaigns including print, social media and digital advertisements
- Prominent branded signage in the feature area
- Company name and logo on sponsor signage throughout the event and in the Show Guide
- 10' x 10' festival booth or site space (\$995 value)
- Half page advertisement in the Show Guide (\$225 value)
- Insertion into the goody bag of promotional materials and/or product (\$300 value)

SHOW "STREET" SPONSOR - \$2,500

- Your brand named as the Official Street Sponsor
- Company name and/or logo on promotional campaigns including print, social media and digital advertisements
- Company name and logo on Street signage throughout the event and in the Show Guide
- 10' x 10' festival booth or site space (\$995 value)
- Half page advertisement in the Show Guide (\$225 value)
- Insertion into the goody bag of promotional materials and/or product (\$300 value)

ALL ABOUT

WOMEN SHOW

INTERNATIONAL CENTRE

6900 Airport Road, Toronto, ON

Friday, April 12.....11am - 8pm

Saturday, April 13.....10am - 6pm

Sunday, April 14.....10am - 5pm

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