



# **Fifty-Five Plus** *Lifestyle* **SHOW** *Spring & Fall 2018*

*Ottawa Lifestyle Show for Men and Women 45 +*  
**Spring Show**

Friday, April 20, 2018 - 10 am to 4 pm

Saturday, April 21, 2018 - 10 am to 4 pm

**Fall Show**

Friday, September 21, 2018 - 10 am to 4 pm

Saturday, September 22, 2018 - 10 am to 4 pm



**55PlusShow.com**



# Fifty-Five Plus *Lifestyle* SHOW



## Facts:

- Over 25% of the population is 55 years of age or older
- Represent nearly two-thirds of the wealth in Canada
- Average household net worth is \$560,485
- 42% of the working-age population were between ages 45-64 in 2011
- They are the largest market for vacation travel
- The average age of retirement in Canada in 2012 was 62.9
- 38% of households in Ottawa owned by those 55 and older were renovated in 2011.

*\*Statistics Canada, Vanier Institute, Readership survey*

## Why Exhibit/ Sponsor the show?

- The Fifty Five Plus Lifestyle Show offers a wide variety of products, services, and information that the attendee is interested and passionate about.
- Get face to face with thousands of visitors, while reaching them in a place that they choose to be in.
- Show attendees come prepared to Listen & Learn and Buy & Try your products and services.
- Gain qualified leads to the targeted audience at the show through incentive programs and contests.
- New business development with onsite conversation through branding and information.
- Through media coverage of the Fifty Five Plus Lifestyle Show create brand awareness and visibility.

**55PlusShow.com**





# Fifty-Five Plus *Lifestyle* SHOW

## Exhibitor

### Spring 2018

#### Show Hours

- Friday, April 20, 2018 - 10 am to 4 pm
- Saturday, April 21, 2018 - 10 am to 4 pm

#### Move in Move Out

*Thursday April 19th 2018, 10 am to 6 pm*  
*Saturday April 21st 2018, 4 pm to 8 pm*

### Fall 2018

#### Show Hours

- Friday, September 21, 2018- 10 am to 4 pm
- Saturday, September 22, 2018 - 10 am to 4 pm

#### Move in Move Out

*Thursday September 20th 2018, 10 am to 6 pm*  
*Saturday, September 22th 2018, 4 pm to 8 pm*

#### Exhibitor Rate

- **5 x 5 booth \$795 one show**  
**or book both shows for \$1495 (save \$95)**
- **10 x 10 booth \$1,495 one show**  
**or book both shows for \$2845 (save \$145)**
- **10 x 20 booth \$2,595 one show**  
**or book both shows for \$4945 (save \$245)**
- **20 x 20 booth \$3,995 one show**  
**or book both shows for \$7595 (save \$395)**  
*Corner booth premium \$200*

#### What's Included

- 24 hour security
- Material handling and storage
- Online exhibitor kit for planning
- 50 free admission passes
- Pipe and drape (8ft back, 3ft sidewalls)
- Free listing on the show guide
- Free listing on the show website

*Flooring covering and professional displays are required. Carpet, electricity, tables and chairs are not included. All additional show services are available from Freeman Show Rentals at the EY Center. Information is provided in your exhibitor kits.*





## **Sponsorship**

**Entertainment Sponsorships - 2 Position Available**

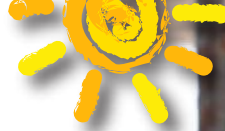
**Investment: \$12,000 per show**

- Prominent logo signage around the stage
- Mention before each performance and demonstration as "sponsored in part by...."
- Prime location 20 x 20 exhibitor booth
- Full page ad in *Fifty-Five Plus Magazine* promotional show section
- Exclusive in your category
- Carpet included in your booth
- Electricity included in your booth
- 4 parking passes (3 day passes)
- Prominent logo representation on Fifty Five Plus Lifestyle Show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show
- Logo recognition on Fifty-Five Plus online email newsletter and show invitations

**Parking Sponsor – 1 Position Available**

**Investment: \$12,000 per show**

- First 500 cars free parking (250 cars per day) "sponsored by...."
- Guaranteed 500-1000 visitors to your booth to redeem parking voucher
- Prime location 20 x 20 exhibitor booth
- Full page ad in *Fifty-Five Plus Magazine* promotional show section
- Exclusive in your category
- Carpet included in your booth
- Electricity included in your booth
- 4 parking passes (3 day passes)
- Prominent logo representation on Fifty Five Plus Lifestyle Show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show
- Logo recognition on Fifty-Five Plus online email newsletter and show invitations
- Mention at the show



## Platinum Sponsorship - 4 Positions Available

Investment - \$8,000 per show

- Prime location 20 x 20 exhibitor booth
- Full Page ad in *Fifty-Five Plus Magazine* promotional show section
- Exclusive in your business category
- Carpet included in your booth
- Electricity included in your booth
- 4 parking passes (3 day passes)
- Prominent logo representation on Fifty Five Plus show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show
- Logo recognition on Fifty-Five Plus online email newsletter and show invitations
- Mention at the show

## Gold Sponsorship

Investment - \$6,000 per show

- Prime location 10 x 20 exhibitor booth
- Half page ad in *Fifty-Five Plus Magazine* promotional show section
- Carpet included in your booth
- Electricity included in your booth
- 2 parking passes (3 day passes)
- Logo representation on Fifty Five Plus show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show
- Logo recognition on Fifty-Five Plus online email newsletter and show invitations

## Silver Sponsorship

Investment - \$3,000 per show

- Prime location 10 x 10 exhibitor booth
- Quarter page ad in *Fifty-Five Plus Magazine* promotional show section
- Carpet included in your booth
- Electricity included in your booth
- 1 parking pass (3 day pass)
- Logo representation on Fifty Five Plus show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show



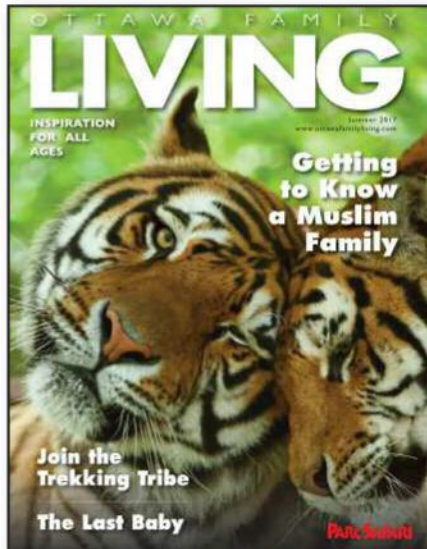
55PlusShow.com



# Coyle Publishing

## Now Offers Six Magazines

*Fifty-Five Plus, LUXE, Ottawa Wedding, Ottawa Family Living, Ultimate Guide and Profiles of Success – to reach readers in all the major consumer markets.*



Coyle Publishing also is the proud producer of the **Fifty-Five Plus Lifestyle Show** – a major consumer trade show geared to the active 50+ market. This fun and exciting show is held two times per year – April and September.

**[www.coylepublishing.com](http://www.coylepublishing.com)**

