



**Fifty-Five Plus**  
**Lifestyle**  
**SHOW**  
*Spring & Fall 2022*

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

**Spring Show**

Friday, April 29, 2022 - 10 am to 4 pm

Saturday, April 30, 2022 - 10 am to 4 pm

**Fall Show**

Friday, September 16, 2022 - 10 am to 4 pm

Saturday, September 17, 2022 - 10 am to 4 pm



[www.fifty-five-plus.com](http://www.fifty-five-plus.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 creates brand awareness and visibility.

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# Fifty-Five Plus *Lifestyle* SHOW

## Exhibitor

### Spring 2022 Show Hours

- Friday, April 29, 2022 - 10 am to 4 pm
- Saturday, April 30, 2022 - 10 am to 4 pm

### Move in Move Out

- Thursday April 28, 2022, 10 am to 6 pm*  
*Saturday April 30, 2022, 4 pm to 8 pm*

### Fall 2022 Show Hours

- Friday, September 16, 2022- 10 am to 4 pm
- Saturday, September 17, 2022 - 10 am to 4 pm

### Move in Move Out

- Thursday September 15, 2022, 10 am to 6 pm*  
*Saturday, September 17, 2022, 4 pm to 8 pm*

### Exhibitor Rate

- **10 x 5 booth \$995 one show  
or book both shows for \$1895 (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
- 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 Stronco Show Rentals at the EY Center. Information is provided in your exhibitor kits.*



# Fifty-Five Plus *Lifestyle* SHOW

## Sponsorship

Entertainment Sponsorships - 2 Positions 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

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

