

FIFTY-FIVE PLUS

LIFESTYLE

SHOW

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FALL 2022



Friday, September 16, 2022

10 am to 4 pm

Saturday, September 17, 2022

10 am to 4 pm

CENTRE



CENTRE

www.fifty-five-plus.com

FACTS:

- Over 30% of the population is 55 years of age or older
- Represent nearly two-thirds of the wealth in Canada
- Average 55-64 household net worth is \$690,00
- 42% of the working-age population are between ages 45-64
- They are the largest market for vacation travel
- The average age of retirement in Canada in 2016 was 63

*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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EXHIBITOR

FALL 2020 SHOW HOURS

Friday, September 16, 2022
10 am to 4 pm

Saturday, September 17, 2022
10 am to 4 pm

MOVE IN

Thursday September 15, 2022,
10 am to 6 pm

MOVE OUT

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
- Pipe and drape (8ft back, 3ft sidewalls)
- Free listing on the show guide
- Free listing on the show website

Floor covering and professional displays are required. Carpet, electricity, Wifi, tables and chairs are not included. All additional show services are available from Stronco and the EY Center. Information is provided in your exhibitor kits.

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
- Carpet included in your booth
- Electricity included in your booth
- 4 parking passes (2 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
- Carpet included in your booth
- Electricity included in your booth
- 4 parking passes (2 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

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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 (2 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 (2 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

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