

FACTS

- Individuals aged 55 or older comprise more than 30% of the population.
- They possess almost two-thirds of Canada's wealth.
- The average net worth of households headed by those aged 55-64 is \$690,000.
- Among the working-age population, 45-64 year-olds make up 42%.
- They constitute the largest group for vacation travel.
- The typical retirement age in Canada as of 2016 was 63.

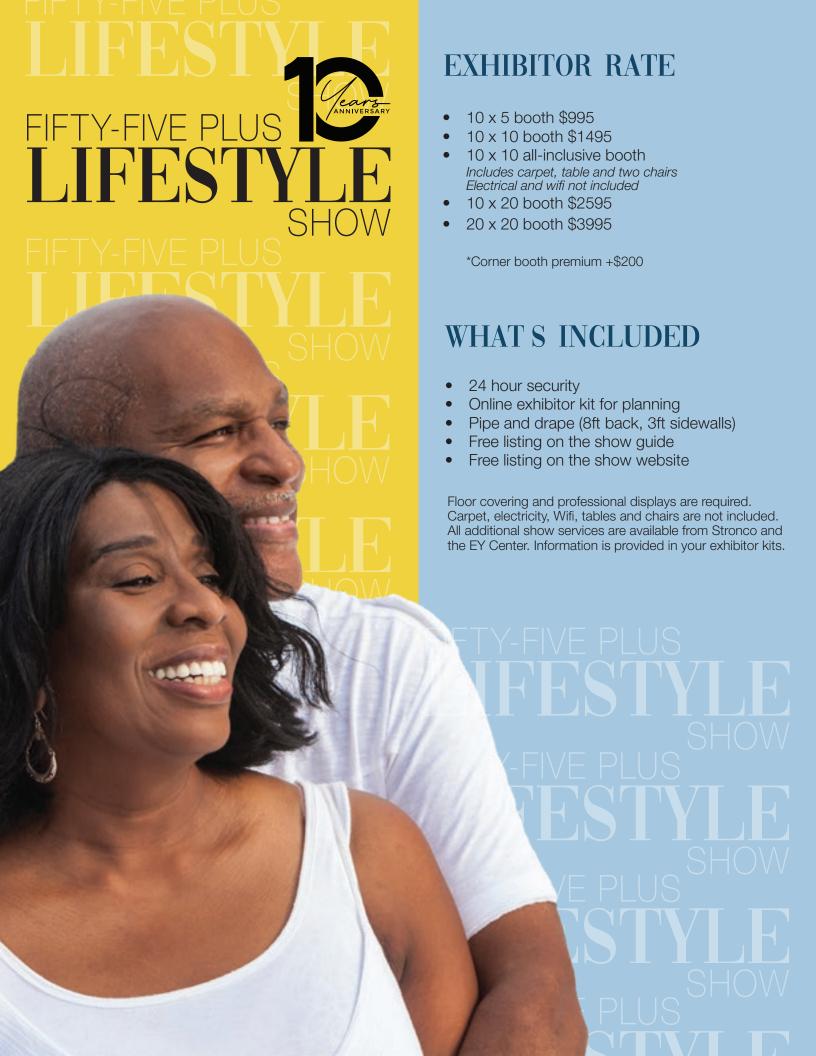
*Statistics Canada, Vanier Institute, Readership survey

WHY EXHIBIT/ SPONSOR THE SHOW?

- At the Fifty Five Plus Lifestyle Show, attendees can find a diverse range of products, services, and information that aligns with their interests and passions.
- Connect and engage with thousands of visitors in a space where they have chosen to be.
- Show attendees arrive ready to listen, learn, and explore opportunities to purchase and sample your products and services.
- Utilize incentive programs and contests to generate qualified leads among the show's targeted audience.
- Build new business relationships and promote your brand through in-person interactions and information-sharing at the event.
- The Fifty-Five Plus Lifestyle Show generates brand awareness and exposure through media coverage.



www.55plusshow.com



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, directmarketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show
- Logo recognition on Fifty-Five Plus online email newsletter

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
- Mention at the show

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