FIFTY-FIVE PLUS LIFESTYLE SHOW



SPRING 2027

Friday, April 2nd
10 am to 4 pm

Saturday, April 3rd
10 am to 4 pm

FALL 2027

Friday, September 24th
10 am to 4 pm

Saturday, September 25th
10 am to 4 pm

www.55plusshow.com

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

FIFTY-FIVE PLUS
LIFESTYLE
SHOW



Why Exhibitor 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.

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Exhibitor Rate

- 10 x 5 booth $995
- 10 x 10 booth $1495
- 10 x 10 all-inclusive booth $2295
  Includes carpet, table and two chairs
  Electrical and wifi not included
- 10 x 20 booth $2595
- 20 x 20 booth $3995

*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, 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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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

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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