

# Calgary - 2018



## 8,000 targeted customers ready to buy!

With 91% of event attendees visiting for medical reasons, you can be confident that you are investing in an opportunity to engage with a very targeted audience of shoppers at the Gluten Free Expo

**Location:** in the heart of Calgary on the Calgary Stampede Grounds Big Four building!

### Dates and Times:

- October 19: Exhibitor Setup.
- October 20 - 21: Doors are open to the public from 10:00 am – 4:00 pm

## Demographics

- 91% of attendees attend for medical reasons. (Stand out from your competition at retail by building brand trust, familiarity, & awareness with targeted customers.)
- 20% attend with their children to find products they will eat at home and can safely buy
  - 62% of attendees have children at home
- 84% of attendees are female, 16% are male
- The average age of attendees is 35

## Sponsorship Bundles

Suggested Benefits Packages	Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
<b>Sponsors Investment</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>
<b>Bundle Market Value</b>	<b>\$82,100</b>	<b>\$66,800</b>	<b>\$11,800</b>	<b>\$7,150</b>
<b>Estimated Gross Impressions (EGIs)</b>	<b>34,343,000</b>	<b>32,173,000</b>	<b>1,325,000</b>	<b>695,000</b>
Premium Exhibit space (EGIs 30K & Value \$1000 per 100 square feet)	200 square feet	200 square feet	100 square feet	100 square feet
Complimentary guest admission tickets, Value \$15 per ticket	40	20	10	10
Enhanced website listing	Y	Y	Y	Y
Spotlight on "Meet the Sponsors" web page	Y	Y	Y	Y
Inclusion in social media outreach	x 10 spotlights	x 8 spotlights	x 4 spotlights	x 2 spotlights
Logo at show entrance & onsite signage (EGIs 10K & Value \$500)	Y	Y	Y	Y
Show guide advertisement (Est. distribution 10K & Value \$500)	Full Page	Full Page	1/2 page	1/4 page
Logo on all Tickets (EGIs: 900K & Value: \$5K)	Y	Y	Y	Y
Product placement when possible for TV segments: EGIs 580K & Value \$5K	Y	Y	Y	-
Logo inclusion on Print Ad campaign (EGIs 500k & Value: \$5K)	Y	Y	Y	-
Advertising Credit with Gluten Free Canada Magazine	\$750	\$500	\$250	
Logo placement on 2,500 vouchers mailed to dietitians, nutritionists, naturopaths, and health clinics	Y	Y		
Contact information opt-in access. All attendees will be offered the opportunity to opt-into sponsors event contest via our ticket sales website, and contest draw ballots, plus social media promotions. An electronic copy contact information for those who opted-in will be provided after the Expo.	Y	Y		
Mention on event listing websites (approx 20 external sites)	Y	Y	-	-
Inclusion in Public Transit Ad campaign (EGIs 21.4M & Value: \$10K)	Y	Y	-	-
Inclusion in Television Ad campaign (EGIs 1.35M & Value: \$10K)	Y	Y	-	-
Inclusion in Radio Ad campaign (EGIs: 900K & Value: \$5K)	Y	-	-	-
First right of refusal to receive distribution rights for branded bags to all attendees - bags provided by sponsor (EGI: 200k & Value \$2k)	Y	-	-	-

# Vancouver - 2019



Over 10,000 targeted customers ready to buy, and need gluten free products!

Imagine, 10,000 gluten free seeking attendees flocking to discover, sample, and buy your products. Thousands of targeted customers coming to you. That is what you'll find at the Gluten Free Expo.

In addition to consumers, national and specialized brokers, distributors, media representatives as well as buyers and category managers join from: Overwaitea Food Group, Fresh Street Markets, London Drugs, IGA, Buy Low, BOSA, and 7-11 (*The Gluten Free Expo gives them the rare opportunity to observe instant consumer responses from thousands of targeted gluten free shoppers to see what could sell well on their shelves.*)

**Location:** In the heart of the healthy living capital of Canada at the Vancouver Convention Centre. A vibrant, central, and professional environment that is easily accessible for all.

**Dates and Times:** January 11: Exhibitor Setup. January 12-13: Doors are open to the public from 10:00 am–4:00 pm

## Demographics

- 91% of attendees attend for medical reasons. (Stand out from your competition at retail by building brand trust, familiarity, & awareness with targeted customers.)
- 20% attend with their children to find products they will eat at home and can safely buy
  - 62% of attendees have children at home
- 84% of attendees are female, 16% are male
- The average age of attendees is 35

## Sponsorship Bundles

Suggested Benefits Packages	Title Sponsor	Platinum Sponsor	Stage Sponsor	Gold Sponsor	Silver Sponsor
<b>Sponsors Investment</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>
<b>Bundle Market Value</b>	<b>\$87,100</b>	<b>\$71,800</b>	<b>\$25,050</b>	<b>\$12,900</b>	<b>\$7,150</b>
<b>Estimated Gross Impressions (EGIs)</b>	<b>34,631,000</b>	<b>32,461,000</b>	<b>2,571,000</b>	<b>1,327,000</b>	<b>697,000</b>
Premium Exhibit space (EGIs 30K & Value \$1000 per 100 square feet)	200 square feet	200 square feet	100 square feet	100 square feet	100 square feet
Complimentary guest admission tickets, Value \$15 per ticket	40	20	20	10	10
Enhanced website listing	Y	Y	Y	Y	Y
Spotlight on "Meet the Sponsors" web page	Y	Y	Y	Y	Y
Inclusion in 9 month social media outreach	x 10 spotlights	x 8 spotlights	x 6 spotlights	x 4 spotlights	x 2 spotlights
Logo at show entrance & onsite signage (EGIs 10K & Value \$500)	Y	Y	Y	Y	Y
Show guide advertisement (Est. distribution 10K & Value \$500)	Full Page	Full Page	Full Page	1/2 page	1/4 page
Logo on all Tickets (EGIs: 900K & Value: \$5K)	Y	Y	Y	Y	Y
Product placement when possible for TV segments: EGIs 580K & Value \$5K	Y	Y	Y	Y	-
Logo inclusion on Print Ad campaign (EGIs 500k & Value: \$5K)	Y	Y	Y	Y	-
Advertising Credit with Gluten Free Canada Magazine	\$750	\$500	\$250	-	-
Logo placement on 50,000 vouchers distributed via retail partners to customers purchasing gluten free items, or on shelf in retailer identified "gluten-free areas".	Y	Y	Y		
Stage session time (by approval) - a recorded copy will also be posted online and promoted via social media. (EGIs: 286K, Value: \$1,500)	Y	Y	Y	-	-
Contact information opt-in access. All attendees will be offered the opportunity to opt-into sponsors event contest via our ticket sales website, and contest draw ballots, plus social media promotions. An electronic copy contact information for those who opted-in will be provided after the Expo.	Y	Y	-		
Mention on event listing websites (approx 20 external sites)	Y	Y	-	-	-
Inclusion in Public Transit Ad campaign (EGIs 21.4M & Value: \$15K)	Y	Y	-	-	-
Inclusion in Television Ad campaign (EGIs 1.35M & Value: \$10K)	Y	Y	-	-	-
Inclusion in Radio Ad campaign (EGIs: 900K & Value: \$5K)	Y	-	-	-	-
First right of refusal to receive distribution rights for branded bags to all attendees - bags provided by sponsor (EGI: 200k & Value \$2k)	Y	-	-	-	-