

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:

- Located on the Calgary Stampede Grounds at the Big Four building in the heart of Calgary!

Dates and Times:

- October 18: Exhibitor Setup. Move-in schedule is provided in August. 2019
- October 19 - 20: Doors are open to the public from 10:00 am – 4:00 pm

Registration Fee: 10 x 5 booth: \$499 | 10 x 10 booth: \$849 | Upgrade to a corner location: \$50 add-on

Exhibitor Packages Includes

- 1 eight-foot skirted table, and 2 booth chairs
- 6 exhibitor name badges for booth team members, and 4 day passes to share with your clients
- Listing in printed show guide, and 1-year listing in Exhibitor List on www.GlutenFreeExpo.ca

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 safely buy
 - 62% of attendees have children at home
- 84% of attendees are female, 16% are male
- The average age of attendees is 35

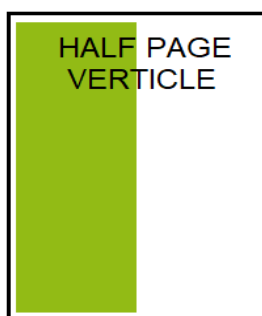
Gluten Free Expo Attendee Guide Promotion

Distributed to the first 5,000 event attendees.

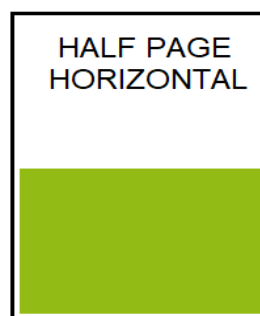
Ad material must be submitted 60 days prior to event in a print resolution JPEG or PDF.



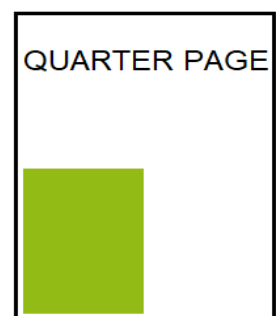
W:7.333"
H: 9.5"
Price: \$400



W:3.583"
H: 9.5"
Price: \$280



W:7.333"
H: 4.667"
Price: \$280



W: 3.583"
W: 4.667"
Price: \$180

SOCIAL MEDIA PROGRAM..... \$89

- Increase your online presence within this highly engaged and targeted community.
 - o Online prize giveaway on Facebook (prize of your choice to be provided by your team.)
 - o 2 promotional Tweets

ENTRANCE PROMOTION BUNDLE (Exhibitor)..... \$299

ENTRANCE PROMOTION BUNDLE (Non-Exhibitor)..... \$1149

- Stand out! Our friendly staff will distribute your pre-packed samples or coupons to attendees right at the show entrance. QTY: 5,000
 - o Pre-event: 1 tweets + 1 Facebook post, 1 Email Newsletter mention + mention on GlutenFreeExpo.ca
 - o During Event: Setup and distribution to all attendees at event entrance.
 - o Post-Event: 1 tweets, 1 Facebook post

STAGE PROMOTIONAL BUNDLE (Exhibitors Only)..... \$299

- One (approved) presentation to take place on the Expo stage while quantities last. Speaker provided by exhibitor. Presentations are recorded, and provided the following promotional support:
 - o Pre-event: 1 tweets + 1 Facebook post, 1 Email Newsletter mention + mention on GlutenFreeExpo.ca
 - o During Event: Description on stage board, and printed show guides.
 - o Post-Event: 1 tweets, 1 Facebook post, recording on websites for min. 1 year

BE ELIGIBLE FOR THE GLUTEN FREE CANADA 'PRODUCT OF THE YEAR' AWARD..... \$349

- o Send in your product for review and to be featured on myGlutenFreeCanada.ca & GlutenFreeExpo.ca
- o Your product will be voted by our reviewer and the public to be recognized and awarded GLUTEN FREE CANADA'S 2019 PRODUCT OF THE YEAR AWARD!
- o Winner will be announced in Gluten Free Canada's 2019 Winter issue, website, social media outlets, and external press releases.
- o Winner will receive a 2-page feature article within Gluten Free Canada's 2019 Winter Issue

Online Reach

Canada's largest gluten free event, and product brand neutral community



14,118 *



14,333 *



8,159



4,150 *

* @GlutenFreeExpo + @GlutenFreeCanada



Maibas Ram

January 15 at 12:22pm · 🌐

I loved it



Linda Bodnar ▸ **Gluten Free Expo**

January 15 at 6:50pm · 🌐

So glad I went to this Expo. Tasted so many amazing products and will continue to purchase!



Suzie Mohan

January 11 at 10:46pm · 🌐

Super excited.. Can't wait.. so much to see and learn..



Connie Hosie

February 4 at 10:29am · Vancouver · 🌐

April...our weekend date next year!



Lillian Lum Tong

January 14 at 8:54pm · 🌐

I had so much fun today - perhaps it was the company, too. Being gluten intolerant for the past 5-6 years, I have learned a lot about our food manufacturing and other great info. I am so glad I went today, as I got to sample foods that I probably would not have thought to buy - I hear from so many people that a lot of gluten free foods just taste terrible. I have tried some and agree. But, there have been improvements I'm sure so yes, if you're thinking about going, don't think, just go. I would buy 90% of the goods I tried today. A lot of material was handed out, so I can go online to do more research about the products.

Gluten Free Expo was mentioned in a post.



Katrina McDonagh

January 14 at 7:43am · Maple Ridge · 🌐

So excited to go to the **Gluten Free Expo** today!!! Gonna have a great day!!!