

# Vancouver - 2023



## 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: Fresh Street Markets, London Drugs, IGA, Buy Low, etc.

**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 13: Exhibitor Setup. January 14 - 15: Doors 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 | Bronze Sponsor |
|--|--------------------------|------------------|---------------|--------------|----------------|----------------|
| Sponsors Investment  | \$15,000                 | \$10,000         | \$6,000       | \$4,500      | \$3,000        | \$1,500        |
| Estimated Gross Impressions (EGIs)   | 34,631,000               | 32,461,000       | 2,571,000     | 1,327,000    | 697,000        | 350,000        |
| Premium Exhibit space (EGIs 30K & Value \$1000 per 100 square ft)  | 20' x 10'                | 20' x 10'        | 10' x 10'     | 10' x 10'    | 10' x 10'      | 10' x 10'      |
| Complimentary guest admission tickets, Value \$15 per ticket   |                          | 20               | 20            | 10           | 10             | 10             |
| Enhanced website listing   | Y                        | Y                | Y             | Y            | Y              | Y              |
| Spotlight on "Meet the Sponsors" web page  | Y                        | Y                | Y             | Y            | Y              |                |
| Logo at show entrance & onsite signage (EGIs 10K & Value \$500)  | Y                        | Y                | Y             | Y            | Y              | Y              |
| Logo on all Tickets (EGIs: 900K & Value: \$5K)   | Y                        | Y                | Y             | Y            | Y              | Y              |
| Logo inclusion on Print Ad campaign (EGIs 500k & Value: \$5K)  | Y                        | 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 and social media (approx 20 external sites)  | Y                        | Y                | -             | -            | -              | -              |
| Inclusion in Public Transit Ad campaign (EGIs 21.4M & Value: \$15K)  | 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                        | -                | -             | -            | -              | -              |
| First right of refusal on Title Sponsorship position for the 2023 Vancouver Gluten Free Expo   | Y - expires Nov 30, 2022 | -                | -             | -            | -              | -              |

The above packages are a guide, and we are happy to discuss a custom package that meets your specific business needs and objectives

## Exhibitor Packages Includes

- 1 eight-foot skirted table, and 2 chairs
- 6 exhibitor name badges for booth team members, and 4 day passes to share with your clients

### Registration Fee:

Mini booth 5' x 5': **\$550** | Regular booth 10' x 5': **\$800** | Premium booth 10' x 10': **\$1050**

Upgrade to a corner location: **\$50 add-on**

## Event Marketing Add-On Packages

### SOCIAL MEDIA PROGRAM..... \$49

- 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 x Exhibitor feature posts**

### ENTRANCE PROMOTION BUNDLE (Exhibitor)..... \$149

### ENTRANCE PROMOTION BUNDLE (Non-Exhibitor)..... \$549

- Stand out! Our friendly staff will distribute your pre-packed samples or coupons to attendees right at the show entrance. QTY: 5,000
  - o Social Media Post and Mention

### STAGE PROMOTIONAL BUNDLE (Exhibitors Only)..... \$199

- One (approved) presentation to take place on the Expo stage while quantities last. Speaker provided by exhibitor.

## Online Reach

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



 16,456

 14,680

 4,130

 3,630