

# Calgary - 2023



## 4,000 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:

- September 8: Exhibitor Setup. Move-in schedule is provided in June. 2023
- September 9: Doors are open to the public from 10:00 am – 6:00 pm
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## 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	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<b>Sponsors Investment</b>	<b>\$6,000</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$750</b>
Premium Exhibit space	20ft x 10ft	20ft x 10ft	10ft x 10ft	10ft x 10ft
Complimentary guest admission tickets, Value \$15 per ticket	20	15	10	10
Enhanced website listing	Y	Y	Y	Y
Spotlight on "Meet the Sponsors" web page	Y	Y	Y	
Logo at show entrance & onsite signage	Y	Y	Y	Y
Logo on all Tickets	Y	Y	Y	Y
Show guide advertisement	Full Page	Full Page	1/2 page	1/4 page
Logo inclusion on Marketing campaign	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	-		
Mention on event listing websites (approx 20 external sites)	Y	-	-	-
Inclusion in Video Ad campaign (EGIs 1.35M & Value: \$10K)	Y	-	-	-
Inclusion in Radio Ad campaign (EGIs: 900K & Value: \$5K)	Y	-	-	-
First right of refusal on Title Sponsorship position for the 2024 Calgary Gluten Free Expo	30-Oct-23	-	-	-

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