

Vancouver - 2024



Over 5,000 targeted customers ready to buy and need gluten free products!

Imagine, 5,000 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: PNE Forum (2901 E Hastings St, Vancouver, BC V5K 5J1)

Dates and Times: January 12: Exhibitor Setup. January 13 - 14: 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	20	10	10	10
Enhanced website listing	Y	Y	Y	Y	Y	Y
Social Media Program (Online giveaway & featured post)	Y	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
Spotlight on "Meet the Sponsors" web page	Y	Y	Y	Y	Y	-
Entrance Promotion Bundle (Coupons & Samples giveaway)	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 contacts 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 2025 Vancouver Gluten Free Expo	Y - expires Feb 28, 2024	-	-	-	-	-