

ZOOMERSHOW

LIFESTYLE EXPO FOR THE 45+

Exhibitor & Sponsorship Information

Canada's Largest Consumer And Lifestyle Expo For Men And Women 45+

“Wonderful guest speakers, quality entertainment and lots of happy attendees – just what a vendor is looking for! We’ll be participating in the next one for sure!”

–Jane Wilkins, IRIS (national exhibitor)



VANCOUVER

March 11-12, 2017
Vancouver Convention Centre
East Building, Hall B & C

2017

TORONTO

October 28-29, 2017
Enercare Centre (Exhibition Place)
Hall A

SHOW CONTACT INFORMATION

STEVE BARKER

National Sales
s.barker@zoomermedia.ca
416 346 0346

DAVID SERSTA

Vice President
Partnerships & Shows
david@zoomer.ca

KELLY ANTONAROS

Operations Manager
k.antonaros@zoomermedia.ca
416 607 2451



The Zoomer Philosophy

It's an attitude toward living long – an open, optimistic attitude that combines a desire for new experiences with a sense of purpose and value. It's an attitude that recognizes the challenges of Aging (and actively advocates for remedies to them), but also insists that aging doesn't have to mean retreating from life."

- Moses Znaimer

ZoomerMedia Limited understands that consumer shows are one of the most powerful ways to engage its audience while providing marketers with an efficient, effective platform to promote products or services to this critically important market.

ZoomerMedia's expertise in staging large-scale live events led to the formation of its Tradeshow Division and the launch of the first annual ZoomerShow at Toronto's Enercare Centre, Exhibition Place, in November 2008. The ZoomerShow expanded to Vancouver, at the new Convention Centre, in 2010.

Now in entering its tenth successful year, the ZoomerShow is Canada's largest consumer show and lifestyle expo for men and women 45+.

On site, attendees receive the latest trends, advice and information on positive aging from more than 250* exhibitors in categories such as Health & Wellness, Financial Planning, Real Estate & Community, Caregiving, Fitness, Technology, Employment, Education, Pets, Volunteerism, Home Renovations & Safety and Travel.

The show is loaded with extras, such as celebrity speakers, blood pressure checks, fitness demonstrations, samples, discounts and interactive kiosks.

There is live all-day entertainment for the show admission price of \$8.00 in advance. Past entertainers have included guitarist Liona Boyd, Grammy Award-nominated singer Dan Hill, Juno Award-winner Sass Jordan, and a New British Isles Zone with everything British, including past celebrity guests from CORONATION ST. such as Sair Khan and Ryan Thomas!

There is always a strong lineup of tribute bands celebrating the music of the 45-plus generation – from Buddy Holly to Billy Joel, from ABBA & the Beatles to Frank Sinatra, Fleetwood Mac, Neil Diamond & The Eagles, and many more!

Exhibitor Categories

Pet Zone

Health & Vitality Zone

Main Stage

British Isles Zone

Fun & Entertainment Zone

Wellness Zone

Money & Finance Zone

Travel Zone

Food & Drink Sample Zone

Talk Theatre

Lifestyle Zone

“The people that we deal with at this show are great - staff and attendees. Visitors take time to stop and chat about what we’re doing and even if they don’t buy or donate we feel that we’ve been able to reach them.”

*- Barb Myers
Butterfly of Hope
Stoney Creek, ON*

“My highlight was the attendees, they were great to speak to and were enthusiastic the entire weekend, I also enjoyed the information staff available throughout the venue!”

*- Michael Degli-Angeli
Marketing and Events Manager
Touch Corporation
(Group of Companies)*

Exhibitor Rates & Information

10x10 INLINE BOOTH

\$1,500 – **Toronto***

\$1,000 – **Vancouver***

*\$250 for each corner upgrade

- » Listing in the guidebook & online exhibitor directory
- » Carpet & Drapery
- » 24 hour security
- » 2 exhibitor badges
- » Unlimited e-tickets for clients, friends & family

10x20 INLINE BOOTH

\$2,500 – **Toronto***

\$1,750 – **Vancouver***

*\$250 for each corner upgrade

- » Listing in the guidebook & online exhibitor directory
- » Carpet & Drapery
- » 24 hour security
- » 4 exhibitor badges
- » Unlimited e-tickets for clients, friends & family

20x20 ISLAND BOOTH

\$3,500 – **Toronto**

\$3,000 – **Vancouver**

- » Listing in the guidebook & online exhibitor directory
- » Carpet
- » 24 hour security
- » 6 exhibitor badges
- » Unlimited e-tickets for clients, friends & family

Sponsorship Rates & Information

GOLD SPONSOR

\$25,000

- » 20'x20' booth
- » Carpet
- » 8 Exhibitor Badges
- » Attendee Bag Insert x 2pcs
- » Full Page Guide Book Ad
- » 1 - Seat Drop per day
- » 1 - 8' x 4' Hanging Booth Sign P/S
- » 2 - Marketing questions included in the Attendee Survey (results are emailed to you)
- » 2 x 15 minute talks on a zone stage (1 talk of 15 mins per day)
- » Logo recognition: Website, Attendee Guidebook, e-blasts, On-site Sponsor Signage, Stage presentation, Print ads
- » Unlimited *personalized* tickets for clients, friends & family

SILVER SPONSOR

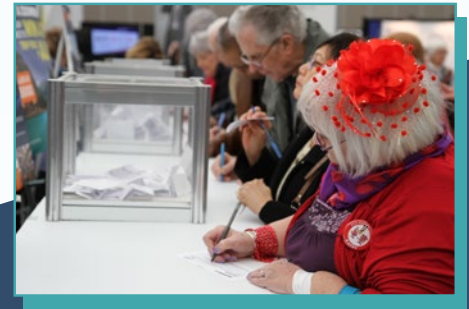
\$15,000

- » 10'x20' booth
- » Carpet & Drapery
- » 6 Exhibitor Badges
- » Attendee Bag Insert
- » Full Page Guide Book Ad
- » 2 - Marketing questions included in the Attendee Survey (results are emailed to you)
- » 2 x 15 minute talks on a zone stage (1 talk of 15 mins per day)
- » Logo recognition: Website, Attendee Guidebook, e-blasts, On-site Sponsor Signage
- » Unlimited *personalized* e-tickets for clients, friends & family

SUPPORTING SPONSOR

\$7,500

- » 10'x20' booth
- » Carpet & Drapery
- » 6 Exhibitor Badges
- » Attendee Bag Insert
- » Half Page Guide Book Ad
- » 2 x 15 minute talks on a zone stage (1 talk of 15 mins per day)
- » Logo recognition: Website, Attendee Guidebook, e-blasts, On-site Sponsor Signage
- » Unlimited *personalized* e-tickets for clients, friends & family



All Sponsorships can be customized to suit your budget

- please speak to your sales representative

**ASK
ABOUT:**

Optional Additional Marketing Opportunities:

ATTENDEE BAG INSERT

\$4,000 for both shows (occurring in one year)

- » Toronto: 10,000 inserts (\$3,000 for Toronto Only)
- » Vancouver: 8,000 inserts (\$1,750 for Vancouver Only)

GUIDE BOOK AD per show

- » Full Page Ad - \$1,200
- » ½ Page Ad or coupon - \$695

CLICK HERE
for Electronic
Guidebook Samples

ZONE STAGE TALKS

\$2,500 each

(for both days, 15 minutes each)

STAGE OPTIONS:

- » Lifestyle & Travel
- » Health & Vitality Zone
- » Pet Zone
- » Talk Theatre

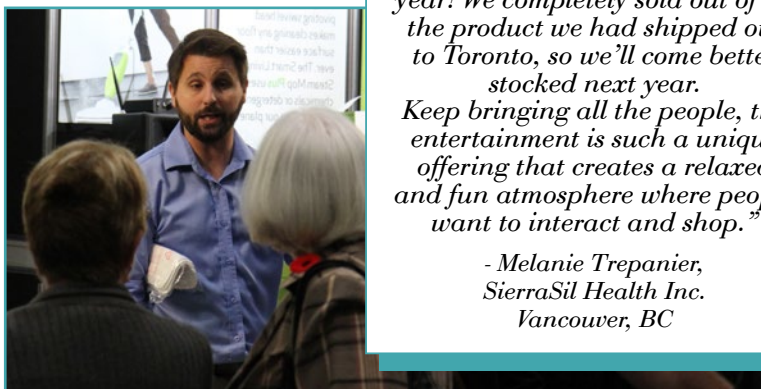
ZoomerShow Audience Profile

Female.....	68%
Male.....	32%
Under 45.....	4%
45-54.....	16%
55-64.....	38%
65+.....	34%
75+.....	8%

Toronto.....	50%
GTA.....	36%
Northern Ontario.....	7%
Southwestern Ontario.....	6%
Out of Province.....	1%
Zoomer Magazine Subscribers.....	51%
CARP Members.....	45%

Source: TableDabble attendee survey based on responses from the 2015 Toronto ZoomerShow

For the first time, the number of persons aged 65 years & older exceeded the number of children aged 0 to 14 years.

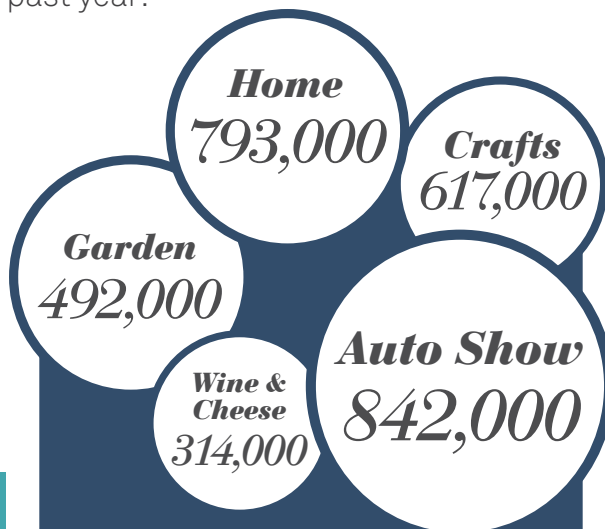


*“Thank You,
we will certainly be back next
year! We completely sold out of all
the product we had shipped out
to Toronto, so we’ll come better
stocked next year.
Keep bringing all the people, the
entertainment is such a unique
offering that creates a relaxed
and fun atmosphere where people
want to interact and shop.”*

*- Melanie Trepanier,
SierraSil Health Inc.
Vancouver, BC*

Shows & Exhibitions

» Adults 45+ have gone to the following shows and exhibitions in the past year:



More Boomers attended shows and exhibitions in the past 12 months than all other age groups in Canada combined!

Source: PMB Spring 2015, A18+

Canadian Zoomer Fact Sheet!

Topline Stats

- » Average household income of Canadians 45+ is \$81,478
- » Adults 45+ hold an average of \$154,318 in savings and securities
- » 51% of Canadians 45+ are female

Insurance

- » 60% of those who personally carry Life Insurance are aged 45+
- » Of those 45+ who personally carry Life Insurance, 11% carry Guaranteed Life, 16% Whole Life, 3% Universal Life, 14% Term Life, 5% Critical Illness, 4% Long Term care
- » 4.3 million adults 45+ have purchased private health insurance in the past 12 months

*In Canada,
there are
15,427,000
Adults 45+*

Health/Wellness

- » 4.4 Million adults 45+ have used a Vitamin/Mineral/Herbal Supplement daily in the past 30 days
- » 1.2 Million adults 45+ have used Pain Relievers for Arthritis/Rheumatism 6+ times in the past 30 days
- » Adults 45+ have personally visited the following health care professionals in the past 6 months:
 - Chiropractor – 1,567,000
 - Massage Therapy – 1,880,000
 - Optometrist – 2,063,000
 - Physiotherapist – 1,111,000

ZoomerShow Growing Attendance

Year	Toronto	Vancouver
2008	15,000	
2009	17,500	
2010	22,000	
2011	25,000	10,000
2012	28,000	12,500
2013	32,000	14,000
2014	35,000	15,800
2015	36,500	20,000
2016	38,250	23,500

Activities

- » Adults 45+ are 27% more likely than the general population to drink Single Malt Scotch
- » 1.5 million of the 45+ have eaten in a high quality restaurant 3+ times in the past 30 days

Spending

- » Adults 45+ have spent an average of \$11,394 on home improvements on their principal residences in the past 2 years
- » Over 1.2 million adults over 45 have spent more than \$5,000 on their last vacation outside of Canada
- » Canadian adults 45+ donated an average of \$698 to charities last year