



Fifty-Five Plus *Lifestyle* SHOW

Spring & Fall 2020

Ottawa Lifestyle Show for Men and Women 45 +

Spring Show

Friday, April 24, 2020 - 10 am to 4 pm

Saturday, April 25, 2020 - 10 am to 4 pm

Fall Show

Friday, September 18, 2020 - 10 am to 4 pm

Saturday, September 19, 2020 - 10 am to 4 pm



www.fifty-five-plus.com

Fifty-Five Plus Lifestyle SHOW

A smiling couple, a woman with blonde hair and a man with grey hair, both wearing white clothing, are the central focus. In the top right corner, there is a graphic of a sun. In the bottom right corner, there is a graphic of a lanyard with a badge that reads 'Fifty-Five Plus Lifestyle SHOW'.

Facts:

- Over 25% of the population is 55 years of age or older
- Represent nearly two-thirds of the wealth in Canada
- Average household net worth is \$560,485
- 42% of the working-age population were between ages 45-64 in 2011
- They are the largest market for vacation travel
- The average age of retirement in Canada in 2012 was 62.9
- 38% of households in Ottawa owned by those 55 and older were renovated in 2011.

**Statistics Canada, Vanier Institute, Readership survey*

Why Exhibit/ Sponsor the show?

- The Fifty Five Plus Lifestyle Show offers a wide variety of products, services, and information that the attendee is interested and passionate about.
- Get face to face with thousands of visitors, while reaching them in a place that they choose to be in.
- Show attendees come prepared to Listen & Learn and Buy & Try your products and services.
- Gain qualified leads to the targeted audience at the show through incentive programs and contests.
- New business development with onsite conversation through branding and information.
- Through media coverage of the Fifty Five Plus Lifestyle Show creates brand awareness and visibility.

www.fifty-five-plus.com



Fifty-Five Plus *Lifestyle* SHOW

Exhibitor

Spring 2020 Show Hours

- Friday, April 24, 2020 - 10 am to 4 pm
- Saturday, April 25, 2020 - 10 am to 4 pm

Move in Move Out

Thursday April 23, 2020, 10 am to 6 pm
Saturday April 25, 2020, 4 pm to 8 pm

Fall 2020 Show Hours

- Friday, September 18, 2020 - 10 am to 4 pm
- Saturday, September 19, 2020 - 10 am to 4 pm

Move in Move Out

Thursday September 17, 2020, 10 am to 6 pm
Saturday, September 19, 2020, 4 pm to 8 pm

Exhibitor Rate

- **10 x 5 booth \$995 one show
or book both shows for \$1895 (save \$95)**
- **10 x 10 booth \$1,495 one show
or book both shows for \$2845 (save \$145)**
- **10 x 20 booth \$2,595 one show
or book both shows for \$4945 (save \$245)**
- **20 x 20 booth \$3,995 one show
or book both shows for \$7595 (save \$395)**
- **Corner booth premium \$200**

What's Included

- 24 hour security
- Online exhibitor kit for planning
- 50 free admission passes
- Pipe and drape (8ft back, 3ft sidewalls)
- Free listing on the show guide
- Free listing on the show website

Flooring covering and professional displays are required. Carpet, electricity, tables and chairs are not included. All additional show services are available from Freeman Show Rentals at the EY Center. Information is provided in your exhibitor kits.



Sponsorship

Entertainment Sponsorships - 2 Positions Available

Investment: \$12,000 per show

- Prominent logo signage around the stage
- Mention before each performance and demonstration as "sponsored in part by..."
- Prime location 20 x 20 exhibitor booth
- Full page ad in Fifty-Five Plus Magazine promotional show section
- Exclusive in your category
- Carpet included in your booth
- Electricity included in your booth
- 4 parking passes (3 day passes)
- Prominent logo representation on Fifty Five Plus Lifestyle Show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show
- Logo recognition on Fifty-Five Plus online email newsletter and show invitations

Platinum Sponsorship - 4 Positions Available

Investment - \$8,000 per show

- Prime location 20 x 20 exhibitor booth
- Full Page ad in *Fifty-Five Plus Magazine* promotional show section
- Exclusive in your business category
- Carpet included in your booth
- Electricity included in your booth
- 4 parking passes (3 day passes)
- Prominent logo representation on Fifty Five Plus show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show
- Logo recognition on Fifty-Five Plus online email newsletter and show invitations
- Mention at the show

Gold Sponsorship

Investment - \$6,000 per show

- Prime location 10 x 20 exhibitor booth
- Half page ad in *Fifty-Five Plus Magazine* promotional show section
- Carpet included in your booth
- Electricity included in your booth
- 2 parking passes (3 day passes)
- Logo representation on Fifty Five Plus Show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show
- Logo recognition on Fifty-Five Plus online email newsletter and show invitations

Silver Sponsorship

Investment - \$3,000 per show

- Prime location 10 x 10 exhibitor booth
- Quarter page ad in *Fifty-Five Plus Magazine* promotional show section
- Carpet included in your booth
- Electricity included in your booth
- 1 parking pass (3 day pass)
- Logo representation on Fifty Five Plus Show website with link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online, etc.) for Fifty-Five Plus Lifestyle Show

