

ZOOMERSHOW

CANADA'S ONLY CONSUMER SHOW & LIFESTYLE EXPO FOR MEN & WOMEN 45+

2011 EXHIBITOR + SPONSORSHIP INFORMATION

TORONTO

Direct Energy Centre
October 29-30

VANCOUVER

Vancouver Convention Centre
November 19-20

**PLUS! 3RD SHOW & LOCATION
TO BE ANNOUNCED...**



ZOOMERSHOW

» ZOOMERS ARE THE SINGLE MOST INFLUENTIAL CONSUMER GROUP IN THE HISTORY OF THE WORLD

ZOOMERSHOW

MediaBizBloggers.com

“Why are marketers ignoring at least one-third of their market (to focus on the smaller Millennial cohort)...The 50+ market generates 41 percent of disposable income. They buy 60 percent of all packaged goods and more than half of all new cars. They spend 75 percent more on vacations than younger audiences...And then there is the belief that older consumers are tech laggards. Hah! When CDs were introduced and the players cost \$700 and the discs more than \$20, the very first customers were 50+ males. Same with personal computers, cell phones, and PDAs. Only when the price comes way, way down (along with the margins) do the younger segments buy in. This “older” audience simply had the money and the interest to try something new...Gaining one share point among Boomers is worth the same as gaining 1.3 share points among Millennials. The cohort is that much bigger. And did I also say richer? So ignoring the truth has, as your mother no doubt told you, some very real costs.”

FEBRUARY 2010



“It was a truly remarkable show and attendance exceeded our expectations. Congratulations on such a successful show!”

— ANNE BRISSON, PFIZER CANADA



“The process, the phenomenon, has been described in a variety of ways. It has been referred to as a tsunami, critical mass, the tipping point, the accumulation effect, and, most famously, with respect to the topic at hand, as the age wave...Baby boomers, the largest, richest, and fastest-growing segment of the population, are beginning to accumulate in middle age. As a matter of fact, this group’s numbers will increase by 25% over the next eight years, unlike

the 18-49-year-olds, who will experience virtually no growth over the same period. With a greater number of older consumers, the demand for products and services designed for, and marketed specifically to, them will certainly grow. In 2009 alone, it’s estimated that this group will spend over \$72 billion dollars on products and services to help slow the aging process...The positive impact they could have on your business is a given. The critical question is: Are you ready for them?”
International Council on Active Aging,

THE GLOBE AND MAIL

“Most people haven’t really figured it out yet ... they’re still marketing to the younger generation ... Boomers are the people with the money, not their kids”

JUNE 2006

ZOOMERSHOW – EVERYTHING FOR ZOOMERS FROM A TO Z
MONEY | HEALTH | TRAVEL | LIFESTYLE | EDUCATION | WORK

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» FACT SHEET: WHO, WHAT, WHY, WHERE, WHEN AND HOW...

ZOOMERSHOW

Zoomers:

A new term for a new phenomenon popularized by Moses Znaimer to signify a New Vision of the population demographic traditionally known as the 45+

Get face to face with more than 40,000 influential Zoomers (25,000 Toronto + 15,000 Vancouver)

Attendees come prepared to listen & learn, buy & try

Over 250 exhibitors providing information, new products, advice and services

Sample, shop, learn, discover and play with leading exhibitors in a wide range of categories: money, health, travel, lifestyle, education and work



CANADA'S ONLY CONSUMER SHOW & LIFESTYLE EXPO FOR MEN & WOMEN 45+



TORONTO



An Exhibition and Convention Centre

Exhibition Place, 100 Princes Blvd.
October 29–30, 2011



VANCOUVER



1055 Canada Place
November 19–20, 2011



February, 2012!
3RD CITY TO BE ANNOUNCED...

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» AUDIENCE PROFILE

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KEY DEMOS

Male	40%
Female	60%
HHI \$75,000+	47%
HHI \$100,000+	31%
Urban Markets (over 100,000) ..	82%
Toronto/GTA/SW Ontario	74%
CARP Members	47%
Principal Grocery Shoppers	63%

AGE BREAKOUT

40-65	73%
20 and Under	0%
21 to 39	3%
40-49	7%
50-59	34%
60+	55%

Sources: Endo Networks 2009 (based on 2,143 touch screen survey completions), zoomershow.ca audience analysis

» THE BIGGEST MARKET IN CANADA

ZOOMERSHOW



Canada's 14.5 million Zoomers now represent 57% of the adult population*



The under-45s have peaked as a percentage of the population and will continue to decline over the next 20 years

The number of Zoomers continues to grow and dominate in the marketplace



*Source: Statistics Canada 2010 projected

- ✓ They're Canadians who are 45-plus
- ✓ They control **75%** of Canadian wealth¹
- ✓ They account for **58%** of consumer spending²
- ✓ Their average household net worth is **\$560,485** (compared to \$243,689 for households 18-44)³
- ✓ They account for over **64%** of all homeowners and over **80%** of mortgage free homeowners¹
- ✓ They represent nearly two-thirds (58%) of all those who hold **stocks, RRSPs** and **mutual funds**¹
- ✓ They are largest market for **vacation travel** – both inside and outside of Canada⁴
- ✓ The largest market for **automobiles**⁴
- ✓ They are the largest market for health and wellness products – **70%** of all OTC product purchases², **80%** of all health care product purchases², and **71%** of all prescriptions filled in the past 6 months¹

IN CATEGORY AFTER CATEGORY, IT WOULD BE **IMPOSSIBLE** TO REACH YOUR SALES OBJECTIVES WITHOUT INCLUDING THE ZOOMERS AS A KEY TARGET AUDIENCE

Sources: ¹PMB Spring 2010. ²Stats Canada. ³Vanier Institute. ⁴PMB Spring 2010 (greater share of recent spending than adults 18-44).

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» THE MOST INFLUENTIAL MARKET

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In total the 45+ cohort accounts for...

\$750.6 billion	in savings & securities
\$203.4 billion	in recent vehicle purchases
\$68.7 billion	spent on home improvements in the past 2 years
\$7.3 billion	spent on clothing in the past 12 months
\$4.9 billion	in monthly credit card charges
\$4.5 billion	spent on furniture in the past 12 months
\$2.2 billion	spent on gardening supplies in the past year
\$1.8 billion	donated to Canadian charities in the past year
\$1.5 billion	in weekly food shopping expenditures
\$1.5 billion	spent on fine jewelry in the past year
\$552.9 million	spent on toys and games in the past 12 months
\$217.9 million	spent on luggage and accessories in the past 12 months
\$177.8 million	spent on face/body skincare in the past 12 months
42.9 million	vacation trips taken in the past 12 months
\$19.6 million	spent on recent vacation travel
13.1 million	vitamins/minerals/herbal supplements taken in the past day
6.6 million	casino visits in the past 3 months
1.2 million	stock/bond transactions made in the past 12 months

Source: PMB Spring 2010 (Base: Adults 18+)

[Q] What do Zoomers have that younger demos desire?

[A] **MONEY and TIME**



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2011 EXHIBITOR + SPONSORSHIP INFORMATION

» EXHIBITOR INVESTMENT

ZOOMERSHOW



Toronto	
Exhibitor Investment includes	Exhibit space
	Material handling and crate storage
	24-hour security
	Online exhibitor kit for planning
	50 free passes
	6 exhibitor passes per 100 square feet
Note	Floor covering and professional display are required. Tables and chairs are not included.
Number of exhibitors	250
Exhibitor product categories	Money, health & wellness, lifestyle, food, travel, vacation, real estate, and education.

Vancouver	
Exhibitor Investment includes	Exhibit space
	Material handling and crate storage
	24-hour security
	Online exhibitor kit for planning
	50 free passes
	6 exhibitor passes per 100 square feet
Note	Floor covering and professional display are required. Tables and chairs are not included.
Number of exhibitors	Over 100
Exhibitor product categories	Money, health & wellness, lifestyle, food, travel, vacation, real estate, and education.

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» EXHIBITOR RATES & INFORMATION

ZOOMERSHOW



ACTIVE ZONE



Exhibitor
Zones



MONEY ZONE



TRAVEL ZONE



HEALTH AND
WELLNESS ZONE



LIFESTYLE ZONE

	Toronto	Vancouver
Show hours	9:00 am to 5:00 pm Saturday October 29 and Sunday October 30	9:00 am to 5:00 pm Saturday November 19 and Sunday November 20
Move in	8:00 am to 8:00 pm Friday October 28	8:00 am to 8:00 pm Friday November 18
Move out	5:00 pm to 10:00 pm Sunday October 30	5:00 pm to 10:00 pm Sunday November 20
Exhibit rate	<ul style="list-style-type: none"> • 10 x 10 (100 sq ft) = \$1,500 + taxes • 10 x 20 (200 sq ft) = \$2,500 + taxes • 20 x 20 (400 sq ft) = \$3,500 + taxes 	<ul style="list-style-type: none"> • 10 x 10 (100 sq ft) = \$1,200 + taxes • 10 x 20 (200 sq ft) = \$2,200 + taxes • 20 x 20 (400 sq ft) = \$3,200 + taxes
	Bulk space available upon request (400+ sq ft).	
Exhibits/Displays	Booth design and additional services available from Freeman show rentals and The Direct Energy Centre, at exhibitor expense.	
Show security	24 Hour security on site.	
Show program	Free listing on the show program.	
Show website	Free listing on the website. For upgraded web opportunities, please inquire.	

» EXHIBITOR BENEFITS

ZOOMERSHOW

People who attend consumer shows come prepared to **try and buy** products

Consumer shows are the most cost-effective way to promote your product to a target market

CONSUMERS EXPECT to be marketed to by exhibitors with samples, demonstrations and collateral materials



BY ATTENDING THE EVENT THEY ARE GIVING YOU PERMISSION TO SELL TO THEM



FACT: Canadian Zoomers now comprise 57%* of the adult population
They are more educated, more affluent, more diverse, more tech savvy and more politically engaged than ever before. Governments and businesses know they have to address their needs and expectations.

*Statistics Canada 2010 Projected

The ZoomerShow
gives you the opportunity to get face to face with this market

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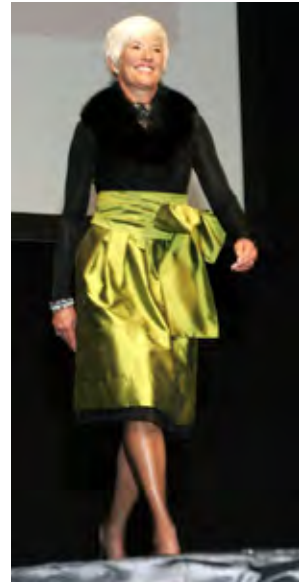
» SPONSORSHIP

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PLATINUM TITLE SPONSOR – ONE POSITION PER MARKET

INVESTMENT: \$75,000 PER MARKET

- Naming rights – **ABC Company presents ZoomerShow** and *ideaCityMED*
- Aisle Branding – provide own artwork
- Main Stage signage banners as title sponsor – *ZoomerShow presented by ABC Company and ideaCityMED*
- Consumer bag logo placement
- Premium in-room logo representation on the main stage multimedia screens prior to each performance and demonstration
- Title sponsor reference on press release and all external communication programs & promotional materials
- Sponsor logo and insert into show tote bag
- Sign post branding
- 20 passes to *ideaCityMED* (formerly *CARP Conference*)
- 200 employee and client passes to *ZoomerShow*
- Logo recognition on *CARP* member invitations and emails
- Show guide branding as title sponsor
- Opportunity to facilitate speaker – re: *ideaCityMED* and on-site press conference
- Premium exhibit display space – 20' x 20'
- Prominent logo representation on *ZoomerShow* website with cross-link
- Prominent sponsor reference on all event media – (radio, print, direct marketing, event signage and online Zoomer promotions)



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» SPONSORSHIP

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GOLD SPONSOR – EIGHT POSITIONS PER MARKET

INVESTMENT: \$50,000 PER MARKET

- 20' x 20' exhibit booth – *ZoomerShow*
- Prominent logo representation on *ZoomerShow* website with cross-link
- Sponsor reference on all event media (radio, print, direct marketing, event signage, online *Zoomer* promotion) for *ZoomerShow* and *ideaCityMED*
- Guide book logo recognition
- 5 passes to *ideaCityMED* (formerly *CARP Conference*)
- 50 passes to *ZoomerShow*
- Logo recognition on *CARP* member invitations and emails
- Premium in-room logo representation on the multimedia screens prior to each performance, demonstration, concert, theatrical performance, & fashion show as “*Sponsored in part by ...*”
- Your promotional material included in the *ZoomerShow* tote bag



SPONSORSHIP INFORMATION:

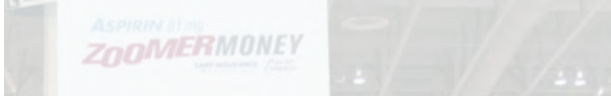
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» SPONSORSHIP

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SILVER SPONSOR – FOUR POSITIONS PER MARKET

INVESTMENT: \$40,000 PER MARKET

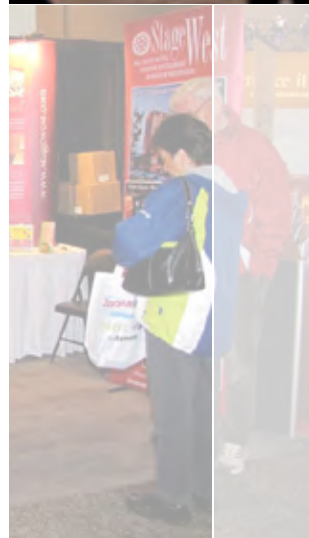
- 20' x 20' exhibit booth – *ZoomerShow*
- Prominent logo representation on *ZoomerShow* website with cross-link
- Sponsor reference on all event media for *ZoomerShow* and *ideaCityMED* (radio, print, direct marketing, event signage, online Zoomer promotion) as a contributing sponsor – “Sponsored in part by ...”
- 4 passes to *ideaCityMED* (formerly *CARP Conference*)
- 50 passes to *ZoomerShow*



SUPPORTING SPONSOR – FOUR POSITIONS PER MARKET

INVESTMENT: \$25,000 PER MARKET

- Sponsor reference on all event media for the *Zoomer Show* and *ideaCityMED* as a supporting sponsor
- Logo representation on *ZoomerShow* website with cross-link
- 10' x 20' exhibit booth – *ZoomerShow*
- 2 passes to *ideaCityMED* (formerly *CARP Conference*)
- 25 passes to *ZoomerShow*



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» SPONSORSHIP

Over 2,100 touch screen survey completions in Toronto last year, providing sponsors proprietary research and lead generation (name, phone numbers, email, and postal code information)



ZOOMER TOUCH SCREEN AND CONTESTING – TWO POSITIONS PER MARKET

INVESTMENT: \$25,000 PER MARKET

- 20 Zoomer touch screens at the front entrance
- Opt-in, individual Zoomer data capture
- Surveys
- Logo recognition on paneling, banners and tickets
- Touch screen branding
- 10' x 20' exhibit booth
- 50 passes to *ZoomerShow*
- Your messages communicated through questionnaires and contesting

AUTOMOBILE SPONSOR – ONE POSITION PER MARKET

INVESTMENT: \$25,000 PER MARKET

- Prominent logo recognition as Supporting Sponsor on all print and marketing material
- 30' x 30' exhibit booth
- Show guide recognition
- 2 passes to *ideaCityMED* (formerly *CARP Conference*)
- 50 passes to *ZoomerShow*
- Logo recognition on *ZoomerShow* website with cross-link
- Automobile placement in entrance and stage
- Host recognition during stage presentations

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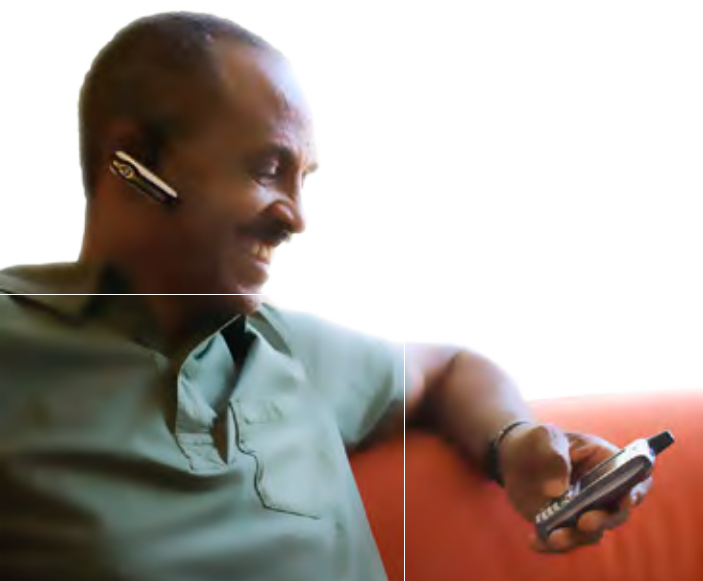
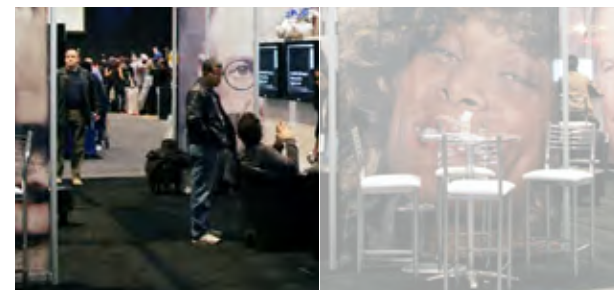
» SPONSORSHIP

ZOOMER SHOW

ZOOMER LOUNGE – ONE POSITION PER MARKET

INVESTMENT: \$25,000 PER MARKET

- Prominent logo recognition and banner sponsoring the Zoomer Lounge
- 10' x 20' exhibit booth
- Show guide recognition as Lounge Sponsor
- 2 passes to *ideaCityMED* (formerly *CARP Conference*)
- 20 passes to *ZoomerShow*
- Logo recognition on *ZoomerShow* website with cross-link
- Lounge branding displays



PATIENT ASSOCIATION INFORMATION LOUNGE

INVESTMENT: \$30,000 PER MARKET

- 40' x 40' **Health Information Lounge** featuring selected patient associations
- Prominent logo recognition as sponsor "*Funded by ...*" in lounge
- Prominent logo recognition as supporting sponsor of *ideaCityMED*
- Logo recognition as supporting sponsor of the *ZoomerShow*
- 2 passes to *ideaCityMED* (formerly *CARP Conference*)
- 20 passes to *ZoomerShow*
- Option to offer the exhibit space to two patient associations



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» WHY SPONSOR THE **ZOOMERSHOW**

ZOOMERSHOW

The ZoomerShow is interactive – while advertising is a monologue, sponsorship of a consumer show is a dialogue.

Emotional – The ZoomerShow and its wide array of products, services and sampling taps into events, places and causes that the Zoomer Consumer is passionate about.

Over 28 million impressions in media value delivered to sponsors in 2009 in Toronto alone!

The ZoomerShow is relevant – it reaches consumers in a place they choose to be in. We anticipate over 40,000 in attendance between both Toronto and Vancouver shows.

Immersive – through multiple exhibit booths, services, education, entertainment and interactive demonstrative touch points and components such as our Main Stage, Show Guide and Tote bag.

Efficient – cost per impression are lower and cost per interaction is more valuable. Direct market capture.

Lead generation – gain qualified leads to the targeted audience at the show through incentive programs, Zoomer Touch Screens, sampling and contests.

New business development – onsite conversion of customer through branding presence and interactive data capture.

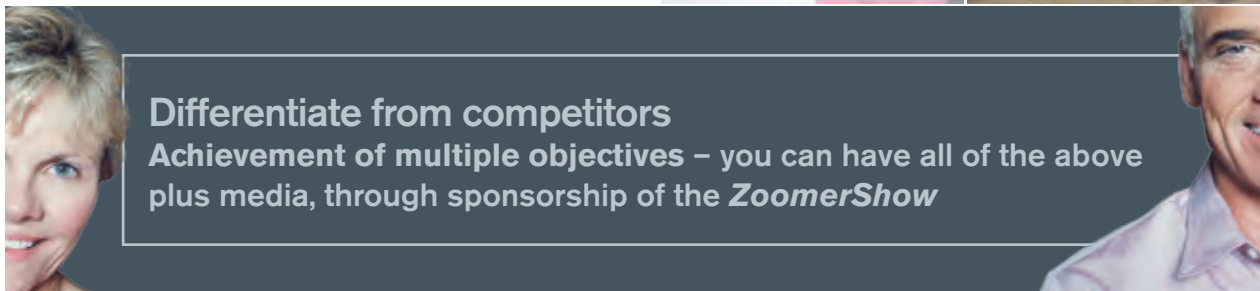
Increase customer/brand loyalty - increased equity via association with high prestige property

Create awareness & visibility – using a multiplier through media coverage of the ZoomerShow.

Change/reinforce image – through alignment with like-minded property. Appeal to the Zoomer demographic.

Drive retail traffic and showcase brand attributes – through sampling and couponing.

Hospitality and Entertainment – use Zoomer Consumer Passes for sponsored properties to foster deeper relationships, reward customers and recruit and retain employees.



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