

2011 EXHIBITOR INFORMATION

TORONTO



SKI SNOWBOARD & TRAVEL SHOW

W.O.W!

We Own Winter!

**NORTH
AMERICA'S
LARGEST
SNOW
SHOW!**

**OVER
35,000
EAGER
BUYERS!**

**85%
RETURN
EVERY
YEAR!**

**80% SHOP
AT THE
SHOW!**

**95% OF ALL
EXHIBITORS
RETURN!**

**BOOK
EARLY!
SPACE IS
LIMITED!**

**OCTOBER
13 to 16
2011**

**BETTER LIVING CENTRE
EXHIBITION PLACE**

4 BIG DAYS OF BIG SALES & BIG EXCITEMENT!

TORONTO



W.O.W!
We Own Winter!

**WE DELIVER
THE CUSTOMERS
YOU NEED!**

IT'S A SKI SHOW!

Launch your pre-season sales into the stratosphere! Whether you inventory new in-line skis and clothing, or last year's non-current stock, this '4 day Selling Frenzy' brings over 35,000 buyers and will help you move it ... FAST!



IT'S A SNOWBOARD SHOW!

It's the largest event of its kind in North America. And, the snowboard market is a large and lucrative segment with huge profit potential. Bottom Line - get the edge on your competition by selling lots of product and adding to your bottom line!



IT'S A TRAVEL SHOW!

We are Canada's Biggest Snow Show in the country's most populated market. 1,000s and 1,000s of skiers and boarders will walk our aisles researching and booking their next epic adventures. Register your resort on their radar screen by reserving your booth space now!



IT'S A FASHION SHOW!

Every year the designs and colours may change, but our goal will always remain the same. We want to help you sell more of your clothing, gear and accessories than ever before, because making big profits for you never goes out of style!



- Over 35,000 Eager Buyers
- 85% plan to return in 2011
- Over \$102,500 average household income
- 66% Male; 34% Female
- 80% shop at the Show
- 76% plan to purchase from a retailer they saw at the show within 6 months
- Average planned purchase \$1,268
- 75% spend a minimum of 2 hours on the show floor
- Average length of stay 2.9 hours
- 50 / 50 split - Skiers and Snowboarders
- 58% from GTA; 42% travel over 45 miles
- 60% are post secondary graduates
- 80% have taken a ski or snowboard trip
- 77% of those trips were out of province
- 92% plan to continue taking trips in the future

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www.torontoskishow.com or www.snowboardshow.ca

LAKESHORE BLVD.

TORONTO



North America's Largest Snow Show!



← TO PRINCE'S GATE

TO DUFFERIN ARCH →



THIS SHOW ALWAYS SELLS OUT!

PREMIER SPACE GOES FAST! BOOK NOW! **1-888-695-2677**

WE OWN

We Own Winter!

OVER 35,000 EAGER BUYERS!

BOOTH SPACE \$16.40 sq. ft.
Including a standard 10 ft. x 10 ft. booth. 8 ft. high draped backdrop and low side rail drapes are provided to separate neighbouring exhibits. HST extra.

BULK SPACE \$11.20 sq. ft.
For exhibitors requiring a minimum of 20 ft. x 20 ft. in the area designated as bulk space. HST extra.

SHOW & EXHIBIT TIMES

MOVE-IN	Wednesday, October 12	8:00 a.m. – 8:00 p.m.
	Thursday, October 13	8:00 a.m. – 1:00 p.m.
SHOW HOURS	Thursday, October 13	3:00 p.m. – 10 p.m.
	Friday, October 14	NOON – 10 p.m.
	Saturday, October 15	10 a.m. – 9 p.m.
	Sunday, October 16	10 a.m. – 6 p.m.
MOVE-OUT	Sunday, October 16	6 p.m. – MIDNIGHT

**PLEASE CONTACT US WITH ANY QUESTIONS!
WE'RE HERE TO HELP!**

The Toronto Ski, Snowboard & Travel Show team is here to ensure that your experience is positive and profitable. If you have any questions, contact us at:

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HEAD OFFICE

Toronto Ski, Snowboard & Travel Show
30 Village Centre Place,
Mississauga ON L4Z 1V9



LOTS OF EXTRAS AT NO EXTRA CHARGE!

- Draped backdrop and side rails for all 10' x 10' booths
- Complimentary exhibitor badges. Quantities based on booth size
- 24 hour 'Round The Clock' security
- FREE material handling for move-in and move-out
- FREE crate storage during Show
- Discounted V.I.P. passes for your valued customers
- Comprehensive exhibitor manual
- Access to a full service media and public relations department
- Fully carpeted aisles
- FREE listing in Show Guide and Show Map

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