

# CALGARY Woman's show



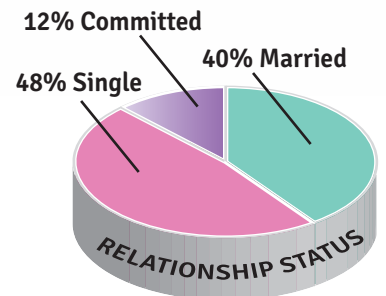
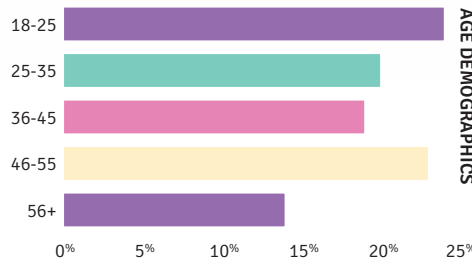
Join the **Calgary Woman's Show** as we celebrate our 34th year, making our show the longest running Woman's Show in North America, and the most cost effective way to connect your business with Calgary's female decision makers. Attracting over 11,000 in attendance, the Show is dedicated to the 'Calgary Woman' with 2 days of fun, entertainment, education, fashion, celebrity guests, shopping and much more. Our Spring & Fall Shows are backed by more than \$140,000 in multimedia focused advertising. In Calgary, there is no other Show like it!

**Showdates: Oct. 22nd & 23rd, 2016 • April 8th & 9th, 2017**

## Sponsorship & Branding Opportunities

*Expose your brand to thousands of women!*

- Presenting Sponsor – the highest level of sponsorship, includes all media & print campaigns.
- Fashion Stage, Entertainment Stage & Speaker's Theatre Sponsorship
- Admit one & online ticket branding
- Swag bag sponsorship – have your logo printed on 5,000 bags!
- Swag bag inclusion – place your product/sample directly in the hands of attendees
- Official Show Guide advertising
- Social Media contest, giveaways and promotions – over 5,500 followers and growing!



**Contact us for more details!**

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Janet Miller, Account Manager: [janet@canwestproductions.com](mailto:janet@canwestproductions.com)

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**calgarywomansshow.com**

CalgaryWomansShow WomansShowYYC P:403.242.0859

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## WOMEN ARE CONSIDERED THE WORLD'S MOST POWERFUL CONSUMERS

Women are information driven, consumer savvy and shop for themselves, families, children, businesses and employers. The Calgary Woman's Show invites you to capitalize on the benefits of marketing to women, key decision makers for their products and services, in a fun filled, interactive environment.



In today's economy, maximizing marketing dollars is a concern for all businesses.

The Calgary Woman's Show has an extensive media campaign that includes billboards, radio, television, magazines, newspapers, and social media, and for less than the cost of an advertisement in traditional media, we will introduce you to thousands of your potential customers, for the most powerful, concentrated form of cost-effective advertising anywhere. Face to face advertising provides the ultimate opportunity to further broaden and brand your business in a positive and effective marketing environment, exhibiting at the Calgary Woman's Show gives you that.

Our successful track record in delivering upscale, ready-to-buy women guarantees that your booth investment will create a profitable return on your time and money. We have produced the longest running Woman's Show in North America for the past three decades, and want you to benefit from our massive advertising and promotional campaign during the best time of year for decision making and sales, and reach out to thousands of high-value, ready-to-buy women.

The Calgary Woman's takes place in the fall shopping season, when gift purchasing is at its peak and optimism and spending is in the air. It's the ultimate event for launching new products, generating sales and leads, maintaining close customer relationships, high volume product or service marketing, and branding your company or business.

Studies have shown that when consumers can touch, taste, see, feel and try your product or service, they will become your customer for life.

**Contact us for more details!**

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### EXHIBITOR BENEFITS INCLUDE

- Direct Sales at the Show
- Demonstrating Products
- Creating brand awareness
- Product Sampling
- Build your database
- Launching New Products
- Distributing Information
- B2B Opportunities
- Maintain Relationships
- Lead Generation

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