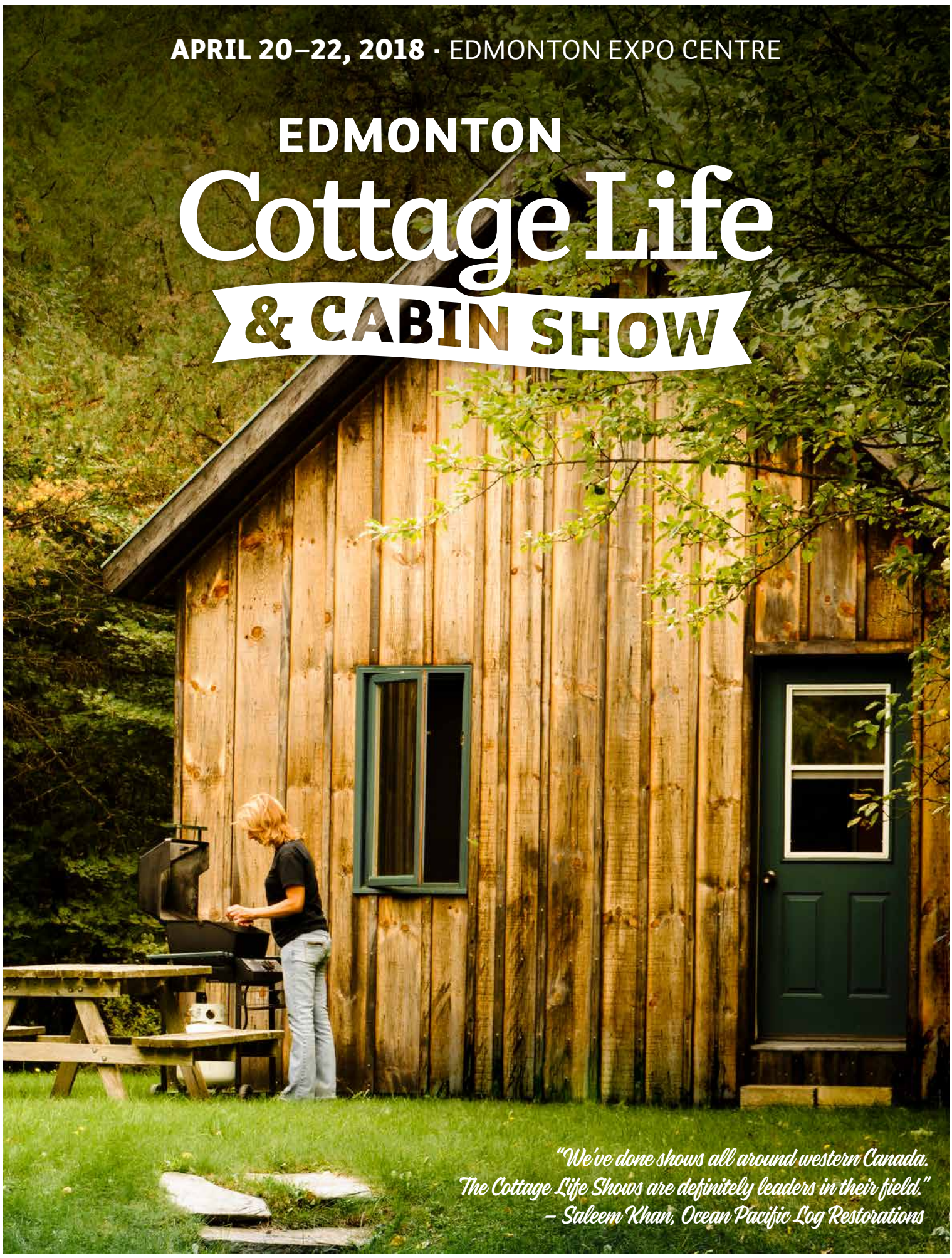


APRIL 20–22, 2018 · EDMONTON EXPO CENTRE

EDMONTON  
**Cottage Life**  
**& CABIN SHOW**



*"We've done shows all around western Canada.  
The Cottage Life Shows are definitely leaders in their field."  
– Saleem Khan, Ocean Pacific Log Restorations*



## Lake and outdoor living!

Planning for the upcoming season gets cottage and cabin owners in a summer mood and preparing for all things outdoors. Strike while the iron is hot and attendees are gearing up for weeks spent at the lake!

### Attendees buy or shop for:

Barbecues .....	15%
Docks & Accessories .....	15%
Hot Tubs & Spas .....	16%
Landscaping/Gardening Products/Services .....	18%
Off Road Vehicles .....	9%
Boats .....	15%
Sporting Goods & Water Toys .....	15%



## Plan, upgrade, build

The Edmonton Cottage Life & Cabin show attracts cottage, cabin, and rural home owners who arrive with a game plan to upgrade, improve, or build their dream place. This means steady traffic and strong business for the following exhibitors: Builders, contractors, designers, building products & materials, water & septic solutions, alternative energy, composting toilets & much more!

### Attendees buy or shop for:

Alternative Energy .....	26%
Builders .....	16%
Building Products .....	24%
Building Services (contractors, etc.) .....	14%
Heating Systems .....	14%
Log Builders .....	10%
Septic Systems, Toilets etc .....	23%
Timber Frame Builders .....	12%
Water Systems .....	19%



## The final touch – inspired shopping

Shopping the Edmonton Cottage Life & Cabin Show for that “special something” is a treat for both attendees and exhibitors alike. One-of-a-kind items abound and impulse purchases are the norm. We call it “Inspired Shopping”. You’ll call it successful business! Whether it’s for your cottage, home or a unique gift idea, exhibitors will see great returns.

### Attendees buy or shop for:

Arts, Crafts & Décor .....	34%
Indoor Furniture .....	17%
Outdoor Furniture .....	21%

## Why Edmonton?

Centrally located to serve Alberta, British Columbia, and Saskatchewan, the Edmonton EXPO Centre at Northlands is a premier event facility, with a track record of attracting great crowds to its consumer events.

*“This was a great place for us to showcase our unique cottage-style decor and furniture. Looking forward to next year!” – Kathleen Payne, Village Emporium*

*"Cottage Life did a great job with this year's show in Edmonton. Attendance was strong, and the show greatly exceeded our expectations. We will definitely be returning next year!" –Rawin Manhas, Pan-Abode International Ltd.*



## Location

- EXPO Centre, Northlands, Edmonton, Alberta

## Advertising & Promotion

- Multi-page ads in *Cottage Life West* magazine
- Ads in major Edmonton and surrounding area newspapers
- Radio ads promoting the show will run on major Edmonton and surrounding area stations
- Extensive promotion on cottagelife.com, e-newsletters, Twitter, Facebook, and other popular websites and social media
- TV ads on the Cottage Life Channel and other channels
- A professional public relations campaign, ensuring coverage in print, radio, and TV news

## Included In Your Booth Fee

- For booth space (10' depth), 8' backwall drape and 3' sidewall drapes are provided. For bulk space (20' depth or greater), drape needs are assessed on-site.
- Exhibitor badges (number of badges based on booth size)
- Material handling for loading and unloading of exhibit material
- Crate removal/storage and on-site trailer storage
- 24-hour security
- 6 complimentary passes for customers and prospects
- Show Directory listing, alphabetically and by product category. Produced by the experts at *Cottage Life* magazine, our full-colour directory is kept long after the show is over.

## Accommodations

- Special rates for exhibitors at the official show hotel

## Dates

### Move-In Days

- Wednesday, April 18 and Thursday, April 19 are the designated move-in days. Each exhibitor will be assigned a specific move-in time

### Show Days

- Friday, April 20, 12 noon – 8 pm
- Saturday, April 21, 10 am – 6 pm
- Sunday, April 22, 10 am – 5 pm

### Move-Out Days

- Sunday, April 22 and Monday, April 23

## To Apply for Space

Please complete the attached application form and send it, along with your deposit to:

The Edmonton Cottage Life & Cabin Show  
130 Merton St., Ste. 200, Toronto, ON M4S 1A4

Fax: 416-599-0800

Email: [clshow@cottagelife.com](mailto:clshow@cottagelife.com)

## Contact

### Carol Harker

Show Manager,  
Edmonton Cottage Life & Cabin Show  
780-418-5902  
[charker@cottagelife.com](mailto:charker@cottagelife.com)

### Greg McLeod

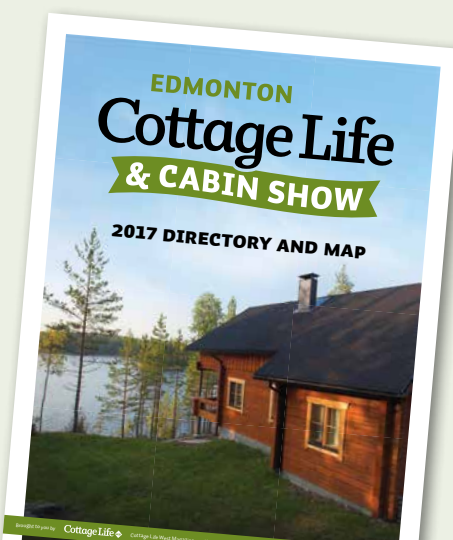
Director of Consumer Shows, Cottage Life Media  
416-599-2000 ext. 237  
[gmcLeod@cottagelife.com](mailto:gmcLeod@cottagelife.com)

### Erinn Wright

Manager of Consumer Shows, Cottage Life Media  
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### Jade Cannata

Account Representative, Cottage Life Media  
416-599-2000 ext. 255  
[jcannata@cottagelife.com](mailto:jcannata@cottagelife.com)



## FAQs

### Is there a deadline for booking exhibit space?

While there is not an actual deadline date to book, we encourage you to do so early in order to secure a spot and ensure your logistical requirements are met. As an incentive for early booking, there are additional savings on the booth rates for those who book by September 16th or January 27th.

### Is electrical hook-up included in the booth cost?

No. An electrical order form will be made available prior to the show. Are there any other costs associated with participation in the show? Other than booth cost, electrical, parking, and potentially insurance, all other costs are within your control. Items such as signage, floor covering, tables, booth structures, and the like are available from designated suppliers, but you are welcome to bring your own with you. Phone and internet services are available for purchase.

### Is anything else required to exhibit?

Signage indicating your company name and a floor covering are mandatory for all exhibits but not provided. Proof of liability insurance with a minimum of \$2,000,000 is required for participation in the Edmonton Cottage Life & Cabin Show. Further details are provided upon booking.

### When will we receive our booth location?

A floor plan will be designed and sent along to all contracted exhibitors once the majority of the available floor space is accounted for. At that time, exhibitors may indicate location preferences, which will be reviewed in the order the application and deposit were received. Confirmation of booth location will be mailed approximately 4-6 weeks prior to the show. Please note, corner locations are reserved for booths of 200 sq. ft. and larger, offered on a first-come, first-served basis, based on receipt of application with deposit.

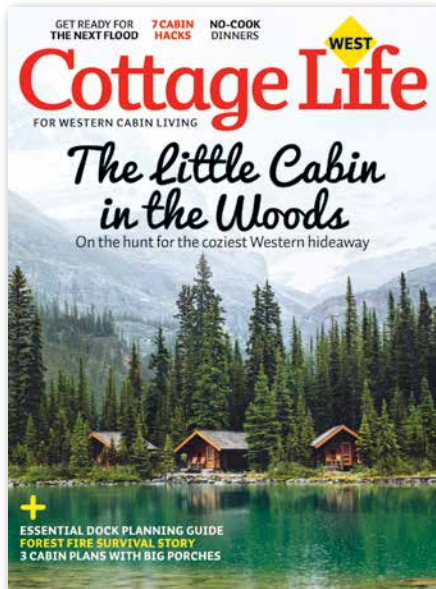
### When do we move in and out?

Wednesday and Thursday are the designated move-in days. Each exhibitor will be assigned a specific move-in time. Move-out is Sunday and Monday, commencing at show-close.



# The trusted brand for cottagers

**Cottage Life is the only award-winning multi-media brand that targets affluent customers who maintain two homes! Have a look at our current multi-platform offerings and let us customize a program that delivers towards your sales targets.**



## The Cottage Life Shows

Since 1994, the Cottage Life Shows have been putting businesses like yours face-to-face with cottage owners. Serving the Ontario market, the Spring Cottage Life Show has become the unofficial kick-off to cottage season for more than 39,000 cottagers, while the Fall Cottage Life Show fills a valuable niche by attracting 11,000 attendees in active buying and planning mode. The Edmonton Cottage Life & Cabin show happens in April and attracts a highly-qualified audience of more than 6,000 enthusiastic cottage, cabin, and log and timber frame home owners and buyers from all over Western Canada. New for 2018, the Ottawa Cottage Life & Backyard Show is now owned and operated by Cottage Life. Ottawa's only cottage and outdoor living show, it attracts 12,000 highly-qualified attendees from Eastern Ontario and Western Quebec.

Contact us now to discuss how our shows can work for your company – year-round, and across the country.

## Cottage Life Digital

Cottagelife.com now reaches more than 400,000+ unique visitors a month with videos, articles, galleries and quizzes, and our weekly Docksider e-newsletter reaches more than 50,000 subscribers weekly. Our social fan base of more than 333,000 Facebook fans is highly engaged, mostly Canadian, and quickly growing. Contact us today to optimize your digital budget with our customized branded content programs.

## Cottage Life Magazine

Cottage Life magazine has been the leading media source for all things cottage for more than 30 years. Now serving a national audience with its Cottage Life West edition, the magazine reaches 1.4 million readers every issue. It has been named Magazine of the Year by the National Magazine Awards and was named 2017 MultiPlatform Brand of the Year by Magazines Grand Prix.

## Cottage Life Television

Cottage Life Television connects viewers with their passion for cottaging and outdoor living. With a dedicated and engaged national audience of over 2.5M Canadian homes and exclusive, original programming that celebrates DIY, design, real estate and more, no-one captures weekend living like this. Content integration opportunities available.

## Cottage Life MEDIA

Cottage Life Media, A Division of Blue Ant Media Solutions Inc.

130 Merton St., Ste. 200, Toronto, ON M4S 1A4

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[cottagelife.com](http://cottagelife.com)



BLUE ANT  
media