

FALL 
Cottage Life
SHOW



October 21–23, 2016

The International Centre, Toronto



Plan, upgrade, build

The Fall Cottage Life Show attracts hard-core cottagers who arrive with a game plan to upgrade, improve or build their dream place. At past shows, this has meant steady traffic and strong business for builders, contractors, architects, designers, building products & materials, water & septic solutions, alternative energy, composting toilets & much more!

What Fall Show attendees come to buy:

Building Products	23%
Building Services	34%
Bunkies, Sheds, Gazebos	20%
Heating Systems	17%
Septic Systems, Toilets, etc	19%
Water Systems	19%

64% of attendees are planning a cottage build or major improvement in the next two years!

"Having worked many trade and consumer shows over the years, I am always pleased with the outcome from both the Spring and Fall Cottage Life Shows. Not only is it professionally run and organized, but the attendees are the best I've seen." —Mark Embury, Cedarland Homes



The final touch – inspired shopping

Shopping the Fall Cottage Life 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.

What Fall Show attendees liked and bought:

Arts, Crafts & Décor	23%
Indoor Furniture	16%
Outdoor Furniture	20%
Clothing & Footwear	16%

"We are very impressed with how well this show is run and laid out. The Fall Cottage Life Show consistently brings us quality shoppers; it's a real pleasure." —Chris Dreschel, Unidem Sales



Summer stuff at a fall show? You bet!

Planning for next summer gives cottagers peace of mind and something to look forward to. And if that means saving a few bucks on end of season items, even better! Summer products = Fall Sales for those exhibitors with inventory to move and prices to inspire.

What Fall Show attendees shop for:

Power Boats (Sport & Pontoon)	11%
Canoes & Kayaks	15%
Docks & Accessories	32%
Sporting Goods & Water Toys	21%

"Best audience we have ever found. Everyone walking the aisles has a place on a lake."
—Jennifer & Owen Trefry, Rideau Docks Ltd.

Working together towards success

The Fall Cottage Life Show team is dedicated to putting on the best possible show with the best possible results. Expertise in show management, logistics, features and marketing all come together for a weekend of interaction between quality exhibitors and quality attendees. The results speak for themselves.

"The Cottage Life Show has been an amazing jumping-off point for my small business. Since my first show, my company has grown at a rate I never thought possible. I have enjoyed working with the staff who are incredibly accommodating and very professional. The shows are well organized and I recommend all businesses in the "cottage" industry, no matter how big or small, to definitely give them a try!" —Leanne Mackle, RESCUE

FAQs

Who attends the show?
More than 11,000 people attend the Fall Cottage Life Show. The majority (77%) have a household income over \$100,000, and they (90%) visit the show with family members. Nearly 90% own a cottage or vacation property, and the most popular ownership areas are Georgian Bay/Parry Sound, Kawarthas, Muskoka, and Haliburton.

How does the Fall Cottage Life Show compare to the Spring Cottage Life Show?
Although the Fall Cottage Life Show is smaller and has fewer attendees, many exhibitors do as much (or more) business. Exhibitors are able to spend quality time with attendees, and for many products and services a higher percentage of attendees are actively shopping than they are at the Spring show. Many of our exhibitors find exhibiting in both shows to be a highly-effective strategy for securing sales.

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. The 2015 Fall Cottage Life Show sold out, with waiting lists for certain exhibit categories in place by July. As an incentive for early booking, there are additional savings on the booth rate for those who book by July 9th.

What is provided in the exhibit space?
Drape and rail are provided at the back and sides of each booth. Please see "Included in your booth fee" (on back page) for further details.

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 Cottage Life Shows. Further details are provided upon booking.

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, 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.

When will we receive our booth location?
Once the majority of the available floor space is accounted for, which we anticipate will be by the end of August, exhibitors will be asked to indicate logistical requirements for their booth. Confirmation of booth location, along with a finalized floor plan, will be mailed approximately 4-6 weeks prior to the show.

When do I move in and out?
Thursday is the designated move-in day. Each exhibitor will be assigned a specific move-in time. Move-out is Sunday and Monday, commencing at show-close.

Details

Location

- The International Centre, 6900 Airport Road (at Derry Road), Toronto
- Conveniently located at the centre of Canada's largest consumer market and North America's largest cottage market, with more than 8 million people and 250,000 cottagers within a one-hour drive
- Free parking for exhibitors and attendees



Advertising & promotion

- Multi-page ads in *Cottage Life* magazine, reaching nearly a million readers per issue
- Ads in major newspapers including the *Toronto Star*
- Radio ads promoting the show will run on major Toronto stations and select cottage-country 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

Accommodations

Special rates for exhibitors at the official show hotel, the Holiday Inn Toronto Airport, including free parking and shuttle service to the show

Show Directory

Produced by the experts at *Cottage Life* magazine, our full-colour, magazine-format directory is kept long after the show is over.

Included in your booth fee

- For booth space (10' depth), 8' backwall drape and 3' sidewall drapes are provided. For booths in the Trading Post and Cottage Flavours (5'-depth), 8' backwall drape and 8' sidewall drapes are provided. For bulk space (20' depth or greater), drape needs are assessed on site.
- Exhibitor badges (number based on booth size)
- Material handling for loading and unloading of exhibit material
- Crate removal/storage and on-site trailer storage
- 24-hour security
- Six complimentary passes for customers or prospects
- Show Directory listing, alphabetically and by product category

Dates

MOVE-IN DAY

- Thursday, October 20 (scheduled by booth)

SHOW DAYS

- Friday, October 21, 11 am – 8 pm
- Saturday, October 22, 9 am – 6 pm
- Sunday, October 23, 10 am – 5 pm

MOVE-OUT DAYS

- Sunday, October 23
and Monday, October 24

To apply for space

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

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

Fax: 416-599-0800
Email: clshow@cottagelife.com

Contact

Greg McLeod
Director of Consumer Shows
416-599-2000 ext. 237
gmcLeod@cottagelife.com

Erinn Wright
Manager of Consumer Shows
416-599-2000 ext. 224
ewright@cottagelife.com

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 over 37,000 cottagers, while the Fall Cottage Life Show fills a valuable niche by attracting over 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 over 6,000 enthusiastic cottage, cabin, and log and timber frame home owners and buyers from all over Western Canada. Contact us now to discuss how our shows can work for your company – year-round, and across the country.

COTTAGE LIFE MAGAZINE

Cottage Life magazine has been the leading media source for all things cottage for more than 25 years. Now serving a national audience with its *Cottage Life West* edition, the magazine reaches nearly a million readers with six issues a year. It has been named twice as Magazine of the Year by the National Magazine Awards, and last year was presented with the NMA's inaugural Best Magazine Brand award.

COTTAGE LIFE DIGITAL

Cottagelife.com now reaches more than 400,000 unique visitors a month and our weekly Dockside e-newsletter reaches more than 43,000 targeted fans weekly. Our social fan-base is highly engaged, mostly Canadian, and quickly growing. Contact us today to optimize your digital budget with our customized branded content programs.

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.

Marketing Opportunities for Exhibitors

► Support your show participation with an exclusive **"Sneak Peek" advertising package**, offering special rates in a custom editorial-style ad section, that will appear in both the Fall 2016 pre-show issue of *Cottage Life* magazine and (**new!**) the 2016 Fall Cottage Life Show Directory. Please see the space application for rates.

► **Sponsorship** of the Fall Cottage Life Show is a smart way to increase your company's visibility and engagement with our audience. Custom sponsorship programs are designed to leverage our extensive pre-show advertising campaign and create an impactful presence at the show.

For more information please contact: **Lisa Barton**, Director, Print & Sponsorship Solutions
lisa.barton@blueantmedia.ca or 416-440-7062

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