

FALL Cottage Life SHOW

November 12–14, 2021
The International Centre, Toronto

WE'RE BACK!

The first Cottage Life show to
return in-person since 2019

The hottest cottage economy ever

A legion of new cottagers

Your customers can't wait to see
you again, and neither can we!



Now running in
conjunction with the
seasons
CHRISTMAS SHOW

crafted by **MAKE feel**

1 ticket, 2 shows!



“The Cottage Life Shows are our #1 choice for advertising. The quality of, and number of attendees amazes us every year. If you sell a cottage-related product we would highly recommend being an exhibitor at all of the Cottage Life shows.”
 —Judi and Brian Feeney, The Clozer

PLAN, UPGRADE, BUILD

The Fall Cottage Life Show attracts hardcore 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 & services, water & septic solutions, alternative energy, composting toilets & much more!

What Fall Cottage Life Show attendees come to buy

Alternative Energy	13%
Building Products	27%
Building Services	33%
Bunkies, Sheds, Gazebos	21%
Heating Systems	16%
Landscaping Products/Services	13%
Septic Systems, Toilets, etc	20%
Water Systems	24%

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 Cottage Life Show attendees liked and bought

Arts, Crafts & Décor	33%
Clothing & Footwear	27%
Indoor Furniture	20%
Outdoor Furniture	19%



52% of attendees are planning a cottage build or major improvement in the next two years!



SUMMER STUFF AT A FALL SHOW? YOU BET!

Every year the Fall Cottage Life Show attracts new cottage owners, end-of-season shoppers, and diehard cottagers who can't wait for life on the lake next spring. Shopping for next season's toys gives cottagers peace of mind and something to look forward to!

What attendees shop for:

Barbecues	11%	Hot tubs & spas	13%
Canoes & kayaks	15%	Power boats	10%
Docks & accessories	32%	Sporting goods & water toys	26%

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 Fall Cottage Life Show worked well for us. We were able to sell a considerable amount of product during the show. The show also introduced many cottagers to products we have available in our store.”

—Don Smith, Unique Muskoka Emporium Inc.

FAQs

Who attends the show?

Each year approximately 10,000 people attend the Fall Cottage Life Show. The majority (71%) have a household income over \$100,000, and they (90%) visit the show with family members. Over 89% own a cottage or vacation property, and 10% own land on which they plan to build. 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. Based on the strong cottage market, and now that we are partnered with the Seasons Christmas Show, we expect space to sell out quicker than usual. Book now to avoid disappointment.

What is provided in the exhibit space?

Drape and rail are provided at the back and sides of each booth.

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 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 early October, exhibitors will be asked to indicate logistical requirements for their booth. Confirmation of booth location, along with a finalized floor plan, will be e-mailed approximately one month 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 based on their booth location and logistical needs. Move-out is Sunday and Monday, commencing at show-close.

I serve a very specific market – how does having the Seasons Christmas Show show at the same time benefit my business?

Each of the shows will maintain their distinct identity and integrity to their respective markets. Each of the shows will have a unique look and exhibitor list. Each show will be promoted with a dedicated marketing plan, ensuring each show maintains its core customer base. We know that many of our attendees share in a variety of interests that will be available at both shows.

I have a product/service that is a fit for both shows. Where will you put my booth, or can I have multiple locations?

For those products/services that would normally participate in both shows, we will have a communal area in which you can participate; an area that bridges both shows. Should you prefer to participate with a booth in each show, you also have that option.

What about COVID-19?

We will be adhering to the recommended health measures outlined by the government to make the show experience safe and comfortable for all staff, exhibitors and attendees. This may include measures such as mandatory face masks, timed entry for attendees, one-directional aisles, and full-side drapes on all booths. Should government restrictions dramatically change the production of the show from pre-COVID-19 norms, cancellations will be refundable or transferable without penalty at the discretion of management.



“Our company benefited greatly from having a booth at the Fall Cottage Life Show. The Cottage Life Show is run professionally, making everything go smoothly. —Chris Meier, Farm Energy Inc.

DETAILS

LOCATION

- Halls 2 & 3 of of 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

- To drive attendance we leverage Cottage Life’s massive 8-million+ audience (including magazine, television, digital, social media, and ticket buyers from past shows), boosted by paid advertising and a professional public relations campaign.

ACCOMMODATIONS

Special rates for exhibitors at the official show hotel, the Holiday Inn Toronto Airport.



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*

- Drape and rail are provided at the back and sides of each booth.
- 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

*Subject to change

DATES

Move-in day

- Thursday, November 11 (scheduled by booth)

Show days

- Friday, November 12
- Saturday, November 13
- Sunday, November 14

Move-out days

- Sunday, November 14
- Monday, November 15

TO APPLY FOR SPACE

Please complete the application and send it, along with deposit information to:

Fax: 416-599-0800

Email: clshow@cottagelife.com

CONTACT

Roberta Smith
Account Representative
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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. Drawing cottagers from across central and southern Ontario, the **Spring Cottage Life Show** has become the unofficial kick-off to cottage season for nearly 40,000 cottagers, while the **Fall Cottage Life Show** fills a valuable niche by attracting approximately 10,000 attendees in active buying and planning mode. The newest member of the Cottage Life family, the **Ottawa Cottage Life & Backyard Show** draws 11,000 passionate cottage and home owners from across eastern Ontario and western Quebec. The **Cottage Life Cabin & Outdoor Show** happens in April and attracts a highly-qualified audience of 5,000 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 DIGITAL

Cottagelife.com now reaches over 400,000 unique visitors on average every month with relevant and engaging editorial (articles, video, galleries)

to reach the cottage and outdoor enthusiast market. Our weekly *Dockside* e-newsletter reaches over 93,000 subscribers weekly and we have two additional newsletters to reach DIY and outdoor enthusiasts bi-weekly: *DIY Dockside* (45,000 subscribers) and *The Great Outdoors* (30,000 subscribers). Our combined social base of over 800,000 is highly engaged and growing at a steady pace.

COTTAGE LIFE MAGAZINE

Despite declines in the print industry, *Cottage Life* magazine has a steady and loyal readership reaching on average 1.1 Million readers every issue. We are very proud to have received hundreds of awards for our outstanding editorial including 2019 Magazine of the Year by National Magazine Awards.

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 3M Canadian homes and exclusive, original programming that celebrates DIY, design, real estate and more, no-one captures weekend living like this.

SHOW SPONSORSHIPS

Sponsorship programs at the Fall Cottage Life Show provide a unique opportunity to increase your company's visibility and engage with a large passionate consumer base—all under one roof.

Let the Cottage Life team develop a custom turnkey activation for your brand. We have a wide range of options ranging from feature area sponsorships and sampling programs, to dynamic floor decals and aisle signage. We will work with you to create a program that suits your budget and builds engagement for your brand.

PROMOTIONAL EXPOSURE EXCLUSIVE TO SHOW SPONSORS

In addition to on-site activation opportunities, we offer a media program in our sponsorship packages. Your company logo can appear on the following:

- Double page spread ads in Fall and Winter issue (1.1 Million readers)
- Map in the Show Guide distributed at the show
- Full page Show Guide print ad
- Dockside Newsletter company profile section (93,000 e-subscribers)

