

2011 POST SHOW SUMMARY

Our most successful year yet!

"I wanted to say thank you for including The Tate Group in this year's Green Living Show. I was impressed with the attendance, and the show was successful for our company. I appreciate the extra bits of media — everything helps."

*Stan Flemming,
The Tate Group*

"Thank you for everything at the GLS! As you know, it was a HUGE success for us and we can't wait to do it again next year."

*Melissa Richardson,
totem*

"This was my first time attending and I LOVE it! The panels are relevant and engaging and the diverse exhibitors provide such an amazing experience. I really appreciate your holistic approach to programming... incorporating topics and activities that inspire all ages and target various interests and industries. Well done! Please ensure to continue with the Business, Jobs, and Youth Forum!"

GLS attendee

Eco Awareness. Eco Engagement. Eco Education. These are the goals of the annual Green Living Show, and this year's event, held April 15-17, 2011, at the Direct Energy Centre, Exhibition Place, more than delivered on its commitment to promote environmentally conscientious consumerism.

ENGAGED AUDIENCES

The show's exciting, interactive format captured the hearts and minds of **30,689** influential Canadians, which represents a 25% increase in attendance compared to 2010!

- 84% are between the ages of 20 and 49
- 66% are female
- 69% have university or post-graduate degrees
- 59% hold professional or managerial positions
- 40,000 pounds of e-waste collected and responsibly recycled
- Over \$100,000 donated to environmental organizations

ENTHUSIASTIC EXHIBITORS

The show's **405 participating companies** covered the gamut of green products and services across an array of consumer categories including: Energy; Food & Beverage; Green Building; Transportation; Eco Tourism; Home & Garden; Health & Beauty; Kids & Pets; Green Business; and Non-profit Organizations.

OUTSTANDING SPONSORS

We're grateful for the support from this year's dedicated show sponsors.

Samsung
Toyota
TD
Rona
City of Toronto
Earth Day Canada
Toronto Hydro
Ontario Electronic Stewardship

Media Sponsors

Citytv
The *Toronto Star*
Now Magazine
Canadian Geographic
680 News
CHFI
Chatelaine
TTC

INCREDIBLE REACH

The show's impressive media reach (earned and paid) included television, radio, online, newspapers, magazine advertising, the Green Living website, e-mail broadcasts, outdoor signage and strategic partners!

251,214,538

MEDIA IMPRESSIONS

700
STORIES

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“Our experience at this year’s Green Living Show set some new standards. The number of qualified leads we were able to generate surpassed all the other shows we exhibited in this year.”

Ian McIntosh,
VP Marketing,
Sunrise Solar
(Exhibitor)



Dates:

April 13-15, 2012

Venue:

Direct Energy Centre,
Exhibition Place, Toronto
Halls B & C

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EXCITING CELEBRITY GUEST SPEAKERS

This year’s Main Stage lineup featured award-winning musicians **Sarah Harmer** and **Alyssa Reid**, as well as Hollywood actress **Rachelle Lefevre** — who received the inaugural Green Living/EMA International Entertainment Award.

The **Green Living Business Forum**, which kicks off the Green Living Show, was attended by the Ontario Minister of the Environment, **John Wilkinson**, and moderated by **Evan Solomon**, anchor of CBC’s *Power & Politics*. The fascinating discussion guided an influential lineup of experts from the oil, gas, forestry and advocacy groups through the contentious issues that have divided them.

SENSATIONAL ATTRACTIONS

The show hosted more than a dozen hands-on, must-see attractions that delighted every eco-enthusiast, from the biodynamic sommelier to the enthusiastic green car shopper.

- **BioVino Eco-Friendly Wine Tasting Exposition** — Canada’s largest green wine tasting event
- **Farm Fresh Fare** presented by Toyota — an extraordinary tasting venue where farmers and chefs team up to showcase the benefits of local ingredients
- **The Good Eats Market** — where attendees shopped for local, sustainable foods from leading Ontario farmers and processors
- **Test Drive** — an opportunity for attendees to test drive the latest energy-efficient vehicles

- **The TD Energy Fair** — an educational program that focused on eliminating the confusion around integrating renewable energy into the home and presenting opportunities to learn more about investing in renewable energy
- **The Green Jobs Forum** — a symposium centred on rapidly expanding and evolving environmental job opportunities in Canada
- **The Cooking Stage** — a wide variety of live cooking demonstrations and presentations on the importance of local and sustainable food
- **The City of Toronto’s Environmental Awards of Excellence** — recognizing work that promotes a greener city
- **Green Living/EMA (Environmental Media Association) International Entertainment Award** — given to a celebrity who makes an outstanding contribution to promoting a global green economy
- **Kids Zone** — a play area hosting live animal presentations, kids’ yoga, fun eco-based workshops and educational musical performances
- **The International Year of the Forest Display** — a fascinating forest display that promotes local habitats
- **Toronto Cyclists Union & Valet Bike Parking** — a free valet bike parking service to encourage carbonless transportation

Don’t miss the chance to be a part of the 2012 Green Living Show — every year presents brand-new opportunities! Contact Robert Orlovski for more information.

**GREEN LIVING
SHOW** APRIL 13-15