

2012 GREEN LIVING SHOW

NEW
DATES!
APRIL 13-15,
2012

FACT SHEET

2012 GENERAL INFORMATION

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

Show Hours: Friday, April 13, 10 a.m. – 9 p.m.
Saturday, April 14, 10 a.m. – 9 p.m.
Sunday, April 15, 10 a.m. – 6 p.m.

Move-in: Wednesday, April 11, 12 p.m. – 6 p.m.
Thursday, April 12, 8 a.m. – 9 p.m.

Move-out: Sunday, April 15, 6:30 p.m. – 12 a.m.
Monday, April 16, 8 a.m. – 2 p.m.

YOUR EXHIBITING INVESTMENT INCLUDES:

- Show drape
- Material handling and crate storage
- 24-hour security
- Helpful online exhibitor kit for pre-show planning
- 10 free show passes
- An experienced and friendly show team
- Six exhibitor badges per 100 sq. ft. of exhibit space

Note: Exhibitors are responsible for the required floor covering, and for a professional display. Tables, chairs and lighting are not included.

WHAT WE DO TO MAXIMIZE YOUR EXPOSURE:

- **Mass media ad and promotional campaign** including television, newspapers, radio, magazines, event listings, outdoor media, online advertising, retail posters and coupons
- **Comprehensive listing for your company in the show directory and mobile application** including company name, address, phone number, fax number, website and e-mail address

Exhibitors are welcome to submit media releases, kits and information to our public relations firm.

ADDITIONAL MARKETING OPPORTUNITIES:

Build brand awareness by advertising in Green Living's new online Marketplace, mobile application and Show Directory and on greenlivingonline.com. Sponsorships are available for stage presentations, attractions such as Kids Zone and Test Drive, as well as entrance tickets, lanyards and much more. Call us to discuss your needs and receive the extended media kit.

APPLY NOW FOR 2012!

The Green Living Show
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E exhibits@green-living.ca
GreenLivingShow.ca

greenliving[™]

2011 VISITOR PROFILE

Attendance: 30,689

Who they are:

- 84% between the ages of 20 and 49
- 66% are female
- 59% hold professional or managerial positions
- 69% have university or post-graduate degrees
- 77% intend on making a related purchase within six months of the show

2011 EXHIBITOR PROFILE

Exhibiting companies: 405

Exhibitor product categories: Energy, Food & Beverage, Green Building, Transportation, Eco-Tourism & Recreation, Home & Garden, Health & Wellness, Fashion & Beauty, Kids & Pets, Green Business, Environmental Education, and Non-profits.

EXHIBITOR QUESTIONNAIRE

All Green Living Show exhibitor products and services are screened for their environmental merit in order to be included in the show.

EXHIBITOR TESTIMONIALS

"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*

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SHOW** APRIL 13-15