

GREEN LIVING SHOW

APRIL 13-15

Direct Energy Centre | GreenLivingShow.ca



Canada's largest consumer show dedicated to all things green: a pre-eminent, far-reaching environmental event that attracts over 30,000 enthusiastic, green-minded Canadians.

greenliving



SHOW DETAILS

April 13–15, 2012
 Direct Energy Centre,
 Exhibition Place, Toronto

MAJOR ECO INFLUENCERS

who've brought credibility to the Green Living Show in past years include:

- **Eco Icons:**
 Al Gore
 Bill Clinton
 Robert F. Kennedy Jr.
 Dr. David Suzuki
 Stephen Lewis
- **All levels of government:**
 Premier Dalton McGuinty
 Minister John Gerretsen
 Mayor David Miller
 Jack Layton
 Stéphane Dion
- **Eco Celebrities:**
 Darryl Hannah
 Colin Firth
 Ed Begley Jr.
 Amy Smart
 Olympian Clara Hughes
- **Eco Activists/Authors:**
 Jean-Michel Cousteau
 Van Jones
 Tim Flannery
 Dr. Roberta Bondar
 Jeff Rubin
 Margaret Atwood

OVER 400 EXHIBITORS

Now in its sixth year, the Green Living Show's extraordinary array of activities, attractions and events engages, educates and inspires consumers to make greener choices. The show enjoys an established reputation for featuring only genuine environmentally responsible products and services from over 400 Green Screened companies. Consumers are assured that products featured at the show meet stringent environmental performance standards and are Green Living approved!

OVER 250 MILLION MEDIA IMPRESSIONS!

2011 was an outstanding year, with the delivery of over:

- 251,214,538 media and PR impressions
- 700 stories



“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)*





REACH QUALITY CONSUMERS

- **They care.** 84% of visitors arrive at the show concerned about the environment.
- **They're affluent.** Well over half of all past attendees make more than \$50,000 a year.
- **They're receptive.** 80% of visitors say the show helped change the image or perception they had of an exhibitor in a positive way.
- **They intend to buy.** 86% of consumers purchased something onsite.

VISITOR PROFILE

- **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**

CATEGORIES

- Energy
- Food & Beverage
- Health & Wellness
- Green Building
- Home & Garden
- Transportation
- Eco-tourism & Recreation
- Green Business
- Environmental Education
- Fashion & Beauty
- Kids & Pets
- ENGO

EVENT HIGHLIGHTS

Every year, the Green Living Show appreciates significant support and participation of provincial and local governments including the Province of Ontario and the City of Toronto. Other big draws that keep visitors engaged at the show include:

- **The annual Green Living Show Business Forum.** As a kick-off to the show, government and corporate leaders convene to discuss burning eco business issues.
- **Farm Fresh Fare.** A popular venue that celebrates the delectable benefits of local food while offering visitors a chance for refreshment. Farmers are paired with celebrity chefs, who create more than 20 different delicious dishes using local ingredients.
- **BioVino.** We offer sampling of over 50 of the best biodynamic, organic and sustainable wines by more than 15 wineries from around the world. Seminars show attendees why “biodynamic” growing is important and how to make a wine 100% sulfite-free.
- **Test Drive.** An exciting venue where visitors have the chance to test drive the latest eco-efficient vehicles.
- **Green Toronto Awards.** The Green Toronto Awards celebrate people who have helped make this city a greener place.
- **Canadian Environmental Media Awards.** Environmental awards are given to celebrities who make outstanding contributions to promoting a global green economy.
- **Youth Day.** A full day annual event offering children of all ages the opportunity to participate in environmental education programs offering hands-on displays, great speakers and entertainment—not only in the interactive EcoKids Zone play area but also on the Main Stage and Show floor.

“The Green Living team has become a valued and trusted partner to WWF in our ongoing efforts to reach and encourage Canadian consumers, our donors and key influencers in business, government and media. They are informed, connected strategic thinkers who understand both the green sector and the larger consumer and media environment.”

*Gerald Butts,
President and Chief
Executive Officer,
WWF-Canada*



GREEN LIVING SHOW GUIDE

The Green Living Show Guide is a helpful take-home reference tool that is handed out to all visitors to the event upon entrance. It provides attendees with information to help them navigate the show and maximize their time, including a complete rundown of show exhibitors, special features, main stage speakers/schedules and a detailed floor plan. The guide is also chock full of helpful eco tips that influence shopping decisions year-round!

Readership:

30,000

Closing date:

April 2012



GREEN LIVING MARKETPLACE

Put your products and services in front of motivated, conscientious consumers in the new online Green Living Marketplace!

Introducing a triple-phased program that will promote and profile you and your business to a targeted and ever-growing community of responsible consumers.

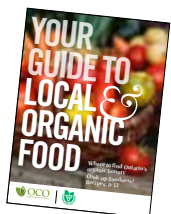
Green Living Marketplace will provide end-to-end information, convenience, shopping and social media activity, all geared to putting your company's unique story, products and services front and centre.



FURTHER OPPORTUNITIES

Today, it's imperative for companies to deliver credible and intelligent green messaging. Canadian consumers are extremely well informed and discerning when it comes to environmental marketing claims. Over the past decade, Green Living has partnered with a wide range of corporate, government and non-profit clients to become one of Canada's most established and trusted environmental marketing and communications organizations.

By partnering with Green Living, your company has access to our experienced research, editorial and design departments and gets an instantly recognized stamp of environmental approval. From concept to design to execution, Green Living will help you effectively deliver the right messaging directly to your customers.



YOUR INVESTMENT INCLUDES:

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

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

SPACE RATES:

Booth Size (square feet)	Cost (per square feet)	Deposit required
100-400	\$18.00	40%
500+	\$17.25	40%

HST will be applied to the above rates.

Corner booths are an additional \$100 plus tax, based on availability.

SPONSORSHIP OPPORTUNITIES:

Opportunities include: Title, Presenting, Feature, Speaker, Supporting and Contributing sponsorships. Your presence as a sponsor of the Green Living Show instantly gives you our environmental stamp of approval and positions your company as a green market leader.

Contact us to learn more:

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