

# 2011 GREEN LIVING SHOW

NEW  
DATES!  
APR 15-17  
2011

## FACT SHEET

### 2011 GENERAL INFORMATION

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

**Show Hours:** Friday April 15, 10 am – 9 pm  
Saturday April 16, 10 am – 9 pm  
Sunday April 17, 10 am – 6 pm

**Move-in:** Wednesday April 13, 12 pm – 6 pm  
Thursday April 14, 8 am – 9 pm

**Move-out:** Sunday April 17, 6:30 pm – 12 am  
Monday April 18, 8 am – 2 pm

### 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
- Please note that floor covering and a professional display are required.

### WHAT WE DO TO MAXIMIZE YOUR EXPOSURE:

- **mass media ad and promotional campaign** including newspaper, radio, magazine, event listings, online advertising, retail posters and coupons.
- **Comprehensive listing for your company in the Show Directory** including company name, address, phone, fax, website and e-mail.

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

### ADDITIONAL MARKETING OPPORTUNITIES

Build brand awareness by advertising in the Show Directory and on [greenlivingonline.com](http://greenlivingonline.com). Sponsorships are available for stage presentations, attractions such as Kids Zone and Ride & Drive, as well as entrance tickets, lanyards, and much more. Call us to receive the extended media kit.

### APPLY NOW FOR 2011!

The Green Living Show  
70 The Esplanade, Suite 400  
Toronto, ON M5E 1R2  
T 416-360-0044 Ext. 611 F 416-642-1711  
E [exhibits@green-living.ca](mailto:exhibits@green-living.ca)  
[greenlivingshow.ca](http://greenlivingshow.ca)

**greenliving**<sup>™</sup>

### 2010 VISITOR PROFILE

**Attendance: 24,177**

#### Who they are

- 84% between the ages of 20-49
- 66% female
- 59% hold professional or managerial positions
- 69% have university or post-graduate degrees

### 2010 EXHIBITOR PROFILE

**Exhibiting companies: 424**

**Exhibitors 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 want to congratulate you and your team for a job well done! The show was great and it gave me a good opportunity to interact with consumers directly. I must tell you that they are the nicest people I have ever met! The atmosphere was great and made us feel at home. I will certainly take part in the show next year.”

*Kanna  
Ceylon Organics Limited*

“GREAT SHOW! Wow, what a show for us!!! What little I saw of the rest of it was pretty impressive too.”

*Chris Alward  
Director of Operations  
Local Food Plus*

**GREEN LIVING  
SHOW** APRIL 15-17