

GREEN LIVING SHOW

2010 FACT SHEET

2010 GENERAL INFORMATION

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

Show Hours: Friday April 23, 10 am – 9 pm
Saturday April 24, 10 am – 9 pm
Sunday April 25, 10 am – 6 pm

Move-in: Wednesday April 21, 12 pm – 6 pm
Thursday April 22, 8 am – 9 pm

Move-out: Sunday April 25, 6:30 pm – 12 am
Monday April 26, 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'll be doing to maximize your exposure:

- Mass media ad and promotional campaign including newspaper, radio, direct mail, magazine print, 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, *Green Living* magazine, the Green Living Guide and on greenlivingonline.com. Sponsorships are available for stage presentations, attractions such as the Kids Zone and Ride & Drive, as well as the entrance tickets, lanyards, and much more. Please call to receive our full media kit.

2009 ATTENDEE SURVEY RESULTS

Attendance:

- 20,320

Demographics:

- 84% between the ages of 20-49
- 66% female and 34% male
- 59% hold professional or managerial positions
- 69% have university or post-graduate degrees

What they said:

- 87% made a purchase at the Show
- 90% found the product or service they were looking for at the Show
- 77% intend on making a purchase within six months of the Show
- 79% stated their perception of exhibitors changed in a positive way by attending the Show
- 89% say they will recommend the Show to others
- 86% indicated that they plan to attend the 2010 Green Living Show

2009 MEDIA IMPRESSIONS

127,334,628 in newsprint, magazine, radio, television, online, outdoor and direct mail.

2009 EXHIBITORS

Exhibiting companies: 418

Exhibitors product categories: Energy, Food & Beverage, Green Building, Transportation, Eco-Tourism & Recreation, Home & Garden, Health & Beauty, 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.



The Green Living Show

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