



seasons CHRISTMAS SHOW

Everything for Decorating, Entertaining & Gifting

November 18th to 20th, 2011
International Centre, Hall 5

Drive Christmas sales revenues – Join Seasons 2011

The Seasons Christmas Show creates a festive interactive holiday shopping experience for consumers while providing an unparalleled sales opportunity for retailers, service providers and artisans.

Designed to showcase the latest trends in Christmas décor, entertaining products & services and unique gifts, Seasons puts you and your products in front of thousands of seasonally motivated shoppers in just three days.

Seasons Christmas Show in Review

- 16% Increase in Attendance
- 2010 Rebook Exhibit Sales UP 54%
- Visitor Satisfaction UP
- Media Coverage UP
- Website Traffic UP

Add 'face-time' to the mix

It's time to expand marketing campaigns to focus on customer interaction – don't forget consumer shows! Make sure Seasons is a part of your mix.

- Facebook
- Twitter
- Website
- [SEASONS CHRISTMAS SHOW](#)



CTV'S Anwar Knight with Gardening Expert Denis Flanagan



Exhibit categories

All things Christmas;
Decorating, Entertaining & Gifting

Christmas décor	Gourmet food	Collectables
Greens/floral	Table top	Jewellery
Home accents	Beverages	Kid's products
Decor services	Catering	Clothing

Visitor profile

Gender:	Female	89%
Age:	25 – 54	64%
	35 – 64	80%
HH Income:	\$50,000+	81%
	\$100,000+	39%

Advertising and promotions

Designed to ensure our exhibitors receive a targeted, motivated buyer who is ready for a fun filled day of spending.

- In-depth print campaign in major GTA daily and community newspapers
- Extensive radio campaign with top-ranking and niche stations
- Targeted television buy with key networks
- Strategic partnerships with leading lifestyle magazines
- Intense on-line buy focused on achieving the highest impressions against our demographic
- Continual interaction with consumers through Facebook and Twitter accounts
- E-newsletters over partner lists and show subscriber base
- Comprehensive promotional campaigns reaching the GTA and beyond
- Dedicated show publicist 'selling' the story to media

What visitors are looking to buy:

Christmas décor	81%
Unique gifts	68%
Home accents – tabletop	63%
Gourmet foods & beverages	52%
Fresh greenery & floral	46%

*Source: Seasons Christmas Show 2010 online survey, Microspec Communications



Entertain, inspire, educate; we keep them on the floor



*Style at Home
Vignettes*



Happy Shoppers



*Interactive workshops with
the pro's, Frank Ferragine*

The Seasons Christmas Show is more than your average consumer show, we create a festive, inviting and entertaining environment through show features, celebrity presentations and of course the quality of exhibits on the show floor.

Engaging the consumer keeps them at the show longer which results in higher sales for the vendors.

We truly do have you covered!

Sponsorship opportunities

- Maximize your exposure
- Build your brand
- Drive sales
- Interact

We've got the means if you've got the need.

Let us customize a package based on your objectives.



CityLine's Lynn Spence teaches crowds 'How To'...showcasing exhibitor products



2010 Seasons Skating Rink



Canadian Living Live

seasons CHRISTMAS SHOW

November 18 – 20, 2011
International Centre – Hall 5, Mississauga

Exhibit categories and sponsorship opportunities sell out quickly.

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