



*“What an awesome show! We were so happy to have been given the opportunity to exhibit with our small business. The show was excellent in every way.”*  
–Stephen and Sheena Judd, Sheena’s Scottish Shortbread

# seasons

## CHRISTMAS SHOW

crafted by **MAKE** *ful*

NOVEMBER 16–18, 2018

The International Centre, Hall 5



*"Fantastic show to be a vendor at.  
Easily one of our top shows of the year!"  
—Fashionable Jewels*

*"This show gets me into the Christmas spirit! Love the  
festivities and so many booths of new fresh ideas and  
innovations! Brought six friends with me this year. Love it!!"  
—Kelly M., 2017 Show Attendee*



### A HOLIDAY TRADITION!

For over a decade, families and friends have made the Seasons Christmas Show a tradition to kick off the holidays. The Seasons Christmas Show is a shopping extravaganza with over 250 exhibitors featuring everything for holiday decorating, entertaining and gifting.

### CHRISTMAS WISH LIST!

Shopping is the main reason our attendees come to the show. Looking for that perfect gift for all of those on their list is a treat for attendees and exhibitors alike. Whether it's holiday decor, gifts for the person who has everything, or stocking stuffers, exhibitors will see great returns!

### DECK THE HALLS!

Planning for the upcoming holiday season gets our attendees in a festive mood and eager to purchase the latest and greatest in holiday decor, gourmet food, and accessories for entertaining. It's the perfect opportunity for exhibitors to introduce new products to help dress up homes (and menus) for the holidays!

### WHAT ARE ATTENDEES LOOKING TO BUY DURING THEIR VISIT?



Handmade Gifts



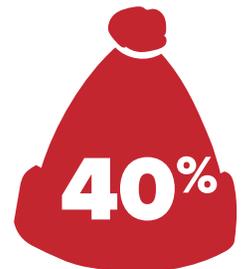
Holiday Decor



Tasty Treats



Gifts for Girls



Gifts for Guys

### WHO ARE THE SEASONS CHRISTMAS SHOW ATTENDEES?

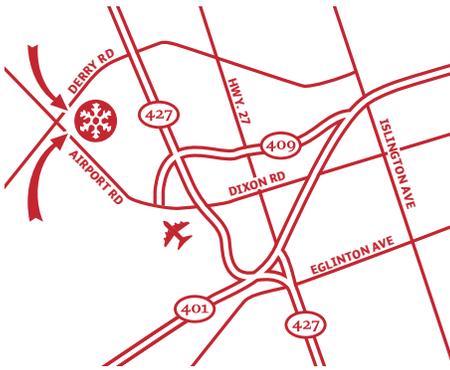
**75%** female

**73%** are between the  
ages of 35–64

**50%** of our attendees spend between  
2–4 hours at the show!

**70%** plan on returning  
for 2018

## LOCATION



- ★ **The International Centre**, 6900 Airport Road (at Derry Road), Mississauga
- ★ Conveniently located at the centre of Canada's largest consumer market. One quarter of Canada's population lives within a 160 km radius of Toronto
- ★ Free parking for exhibitors and attendees

## ADVERTISING & PROMOTION

- ★ Ads in the Toronto Star
- ★ Radio ads promoting the show will run on major Toronto and surrounding area stations
- ★ Extensive promotion on our website, e-newsletters, Twitter, Facebook, and other popular websites and social media
- ★ Ads in *Cottage Life* magazine
- ★ TV ads on the Cottage Life Channel, Makeful Channel and other channels
- ★ A professional public relations campaign, ensuring coverage in print, radio, and TV

## INCLUDED IN YOUR BOOTH FEE

- ★ For booth space (10' depth), 8' backwall drape and sidewall drapes are provided. For bulk space (20' depth or greater), drape needs are assessed on-site.
- ★ Exhibitor badges (number of badges based on booth size)
- ★ Dollies for loading and unloading of exhibit material
- ★ 24-hour security
- ★ 6 complimentary passes for customers and prospects
- ★ Show Directory listing, alphabetically and by product category. Produced by the experts at *Cottage Life* magazine, our full-colour directory is kept long after the show is over.

## DATES

### Move-In Days

- ★ Wednesday, November 14, 3pm–8pm by appointment only. Contact Show Management
- ★ Thursday, November 15, 8am–8pm

### Show Days

- ★ November 16 10am–8pm
- ★ November 17 10am–6pm
- ★ November 18 10am–5pm

### Move-Out Days

- ★ November 18, beginning at show close until 11pm

## TO APPLY FOR SPACE

Send a completed application, along with a deposit to:

The Seasons Christmas Show  
130 Merton St., Ste 200  
Toronto, ON M4S 1A4

Fax: 416-599-0800  
Email: [info@seasonsshow.com](mailto:info@seasonsshow.com)

## CONTACT

### Jade Cannata

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### Erinn Wright

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416-599-2000 ext. 237  
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## FAQS

### IS THERE A DEADLINE FOR BOOKING EXHIBIT SPACE?

While there is not an actual deadline date to book, we encourage you to do so early in order to secure your desired spot and ensure your logistical requirements are met. As an incentive for early booking, there are additional savings on the booth rates for those who book by May 31<sup>st</sup>.

### IS ELECTRICAL HOOK-UP INCLUDED IN THE BOOTH COST?

No. An electrical order form will be made available prior to the show.

### ARE THERE ANY OTHER COSTS ASSOCIATED WITH PARTICIPATION IN THE SHOW?

Other than booth cost, electrical, and insurance, all other costs are within your control. Items such as signage, floor covering, tables, booth structures, and the like are available from designated suppliers, but you are welcome to bring your own with you. Phone and internet services are available for purchase.

### IS ANYTHING ELSE REQUIRED TO EXHIBIT?

Signage indicating your company name and a floor covering are mandatory for all exhibits but not provided. Proof of liability insurance with a minimum of \$2,000,000 is required for participation in the Seasons Christmas Show. Further details are provided upon booking.

### WHEN DO WE MOVE IN AND OUT?

Wednesday and Thursday are the designated move-in days. Move-out is Sunday commencing at show-close.

### WHAT IS THE MAKEFUL MARKET?

The Makeful Market is a highly curated area that made its debut in the 2016 Show. It has a focus on local, handmade craft and design. Sponsored by Makeful Television, this area was added to the show with the goal of attracting a new, broader audience of consumer, to benefit all Seasons Christmas Show vendors.

“As a vendor, I expect the highest quality of customers from shows put on by Blue Ant Media and they come through 100% of the time!” –Next Level Aquatics (COBRAMASK)



## WHO ARE THE PRODUCERS BEHIND THE SEASONS CHRISTMAS SHOW?

### Blue Ant Media

Blue Ant Media is your trusted partner in media and consumer shows. Headquartered in Toronto, with strong roots in Canada, Blue Ant also has offices in Los Angeles, California, London, England, Singapore, Dunedin, Beijing, Taipei, and Auckland, New Zealand to compliment our international brands and further spread our reach. With longstanding commitment to producing high quality, Canadian content, including *Cottage Life* magazine, Cottage Life television channel, and the Cottage Life consumer shows, Blue Ant strives to connect people worldwide and recently launched the BBC Earth Canada channel. From live events, to television to digital media, Blue Ant Media is a creator through and through.

### Cottage Life

The Cottage Life family includes the *Cottage Life* magazine, the Cottage Life consumer shows, Cottage Life Television, and Cottage Life digital. *Cottage Life* magazine has been the leading media source for all things cottage for nearly 30 years. As experts in this niche, our business continues to grow but our commitment to provide high quality individualized service for our clients remains as strong as ever. Launched in 1994, the Cottage Life Shows continue to grow, now bringing together 1,000 exhibitors with 55,000 attendees annually in Toronto and Edmonton.

### Makeful

Makeful is your place to find inspiration for food, fashion, parties and DIY. On Makeful TV, you can find all of your favourite tv shows during the week and even catch a few good movies on the weekend. Makeful digital is comprised of highly popular social channels, engaging newsletter, and exciting DIY website. With the rise of the maker movement and with the goal of celebrating all things handmade, Makeful is your place to discover the latest trends and find your next weekend project.



## Introducing the MAKEFUL MARKET!

The Makeful Market was launched at the 2016 Seasons Christmas Show and celebrates everything handmade. Makeful Market vendors are talented creators who sell Canadian handmade goods, and are looking for a show that is professionally produced, highly marketed and curated. Entry into this area is determined by a jury, who carefully selects each vendor – we are looking for the best of the best! If you think your products would be a fit for this area, please contact Erinn Wright at [market@bemadeful.com](mailto:market@bemadeful.com) to discuss the application process.

Produced by:  
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