

17TH Annual

WEST COAST Women's SHOW



October 20 • 21 • 22, 2017 | TRADEX Abbotsford, BC

SHOW UPDATE

March 2017

50% BOOKED

in just 8 weeks!

www.WestCoastWomen.net

TOP 4 REASONS TO RESERVE A BOOTH AT WESTERN CANADA'S LARGEST WOMEN'S SHOW

#1 Reach the largest women's show audience in Western Canada!

- Each year more than 20,000 women come to the West Coast Women's Show, the biggest and most successful women's event in Western Canada – to shop, enjoy and discover the latest products and services and most of all—to connect with our exhibitors!



#2 Build Year-Round Relationships with the most powerful Consumers in the Marketplace

- Women account for over 8.5 billion dollars in annual retail sales in BC. Women prefer to buy based on relationships and make or influence 75% to 100% of the shopping and purchasing decisions for their households. There is no better way to build and strengthen your relationship than to talk to them directly!

TARGET MARKETING & SOCIAL MEDIA OPPORTUNITIES MORE THAN JUST BOOTH SPACE!

#3 Unique and Targeted Show Audience who live in the #1 growth region not reached by downtown Vancouver events

- Our show visitors live in some of the fastest growing communities in all of Canada! Changing demographics, housing costs and growth of population in the Fraser Valley, including Surrey, has made this the #1 growth region of Greater Vancouver. Less than 10% of our show visitors attend any shows at downtown Vancouver venues.

Our show visitors live in some of the fastest growing communities in all of Canada!



- 48% Abbotsford, Mission, Aldergrove, Chilliwack, Hope, Harrison
- 39% Surrey, Cloverdale, White Rock, Langley, Maple Ridge, Pitt Meadows
- 12% Vancouver (West of Port Mann Bridge)
- 1% Other (Victoria, Kamloops, Calgary, Edmonton, Meritt, Quesnel, Port Alberni etc.)



#4 Experiential Marketing Works! Be part of an ideal sales environment where show visitors can feel, touch, compare and buy!

- 88% of consumers say that if they enjoy an experiential interaction with a company rep, product or service away from the store, they'll usually remember to add it to their shopping list.

In Good Company!

2011-2017 Sponsors & Key Participants



Book now while good booth locations are still available!

For priority booking call: (604) 980-7729

or Request info. online: www.WestCoastWomen.net