



WEST COAST WOMEN'S SHOW CELEBRATES 11TH SUCCESSFUL YEAR

Exhibitors report increased at-show and post-show sales

ABBOTSFORD, B.C. – The West Coast Women's Show, Western Canada's largest and most popular women's consumer event, entered its second decade this year at TRADEX in Abbotsford from October 21-23, 2011. Popular design celebrities Colin and Justin got the crowds motivated for their next project, women were charmed by devilishly handsome soap-star Billy Miller and the Show helped celebrate the 25th Hall of Flames firefighter calendar with two smoking hot fashion shows.

The West Coast Women's Show attendance has shown tremendous growth over the past five years. Show organizer Murat Olcay said "We saw extremely strong attendance throughout the show, especially on Friday night with the popular firefighter fashion show and on Sunday during our soap-star Billy Miller's appearance. Overall, I'm very pleased to announce that we hit the same record attendance numbers as last year."

Olcay continued "The West Coast Women's Show has experienced 150% attendance growth over the past five years, and 2011 was yet another banner year. At show attendance was equal to last year's record setting 26,000 show visitors. Even more important, from the very positive feedback we received from our exhibitors – at-show and after-show purchases were up."

Over 450 exhibitors featuring the latest trends in fashion, home décor, food, health and more made the event a must-attend for women looking to get inspired, motivated or just have fun at a fantastic girl's weekend.

Shawna Tarasoff with Natural Factors Nutritional Products Ltd. said ***"It was incredibly apparent that women were prepared to shop, the majority were carrying multiple bags and our sales at this event surpassed past year's sales. We found the Health & Wellness section to be full of people for the majority of the weekend..."***

Post-show exhibitors found that their business was continuing to be positively affected by the West Coast Women's Show. Many women followed up a few days later with shops and services they had been introduced to at the show.

"Wow what a wonderful show it was for us," said Yasmin Alibhai, Manager of MD Cosmetic & Laser Clinic. ***"We had hundreds of women stop by and get to know us. The best thing was that our phones were ringing off the hook on Monday morning when our clinic opened – a great return on our investment. We have already pre-booked our booth for next year!"***

Exhibitors within all areas of the West Coast Women's Show felt that the show was busy and filled with people ready to make purchases.

“Encore Exhibitions has managed to find the right balance of products and vendors at the West Coast Women's Show resulting in a tremendously successful show!” said George McBride, of Ocean Sales, who participates in shows across Canada and has over ten booths at the show.

Plans for the 2012 West Coast Women's Show are already underway. More information about exhibiting, show features and more can be found at www.WestCoastWomen.net

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