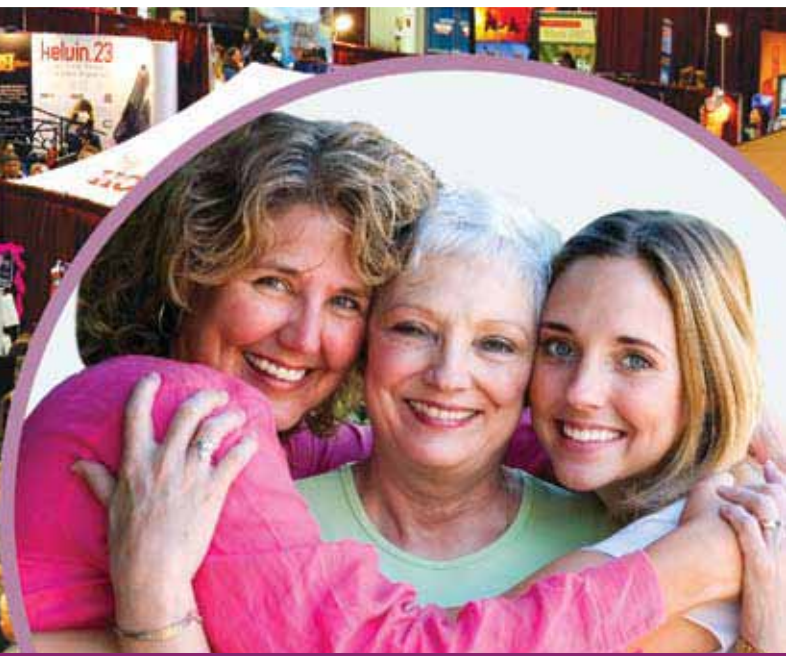


SEVENTH ANNUAL  
**TSW 50 FASTEST**  
CELEBRATING SUCCESS!  
Tradeshow Week's 50 Fastest-Growing Shows

**3 YEARS IN A ROW!**



**12<sup>TH</sup> ANNUAL**

WEST  
COAST  
**Women's**  
SHOW



**TRADEX** TRADE & EXHIBITION  
CENTRE ABBOTSFORD

**OCT 19, 20, 21, 2012**  
[www.westcoastwomen.net](http://www.westcoastwomen.net)



# WESTERN CANADA'S LARGEST WOMEN'S SHOW!

“Wow what a wonderful show it was for us. Again the 2011 West Coast Women's Show exceeded our expectations. 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! The West Coast Women's Show is a very well organized event. We have already prebooked our booth for next year! See you at the 2012 show!”

- Yasmin Alibhai, Manager  
md cosmetic & laser clinic, Abbotsford, BC

## The opportunity to build relationships with thousands of women who want to see, sample, touch and buy your product!

Women today are the most powerful and influential consumers in the marketplace. Each year thousands of women from Greater Vancouver and the Fraser Valley come to the *West Coast Women's Show* to shop and discover the latest products and services, explore new ways to stay healthy, manage business, look for new career opportunities, deal with family issues and connect with other women.



## Reach thousands of women at the show and tap into their household spending.

From 2005 to 2011 our show attendance has increased by over 100%! Annual attendance is between 20,000 and 26,000 and with each woman making 75% to 100% of the shopping and purchasing decisions for their households and families the show effectively delivers the retail spending power of 60,000+ consumers.

## The most influential form of marketing.

82% of consumers agree that when they can see, touch or taste a product and talk to company reps, it is more engaging and memorable than other forms of advertising.



## Celebrity Presentations

### & Show Features

The West Coast Women's Show is renowned for its cutting edge one-of-a-kind fashion shows, celebrity speakers, stage and health & wellness presentations, fitness & sports demos, Girls Night Out celebrations, Mothers & Daughters Sunday plus more!

OVER 400  
BOOTH!

## EXHIBIT ZONES



### Health & Wellness

Health, spas, supplements, vitamins, yoga, relationships

Plus!

### Natural & Organic Products Showcase



### Fashion & Style

Cosmetics, fashion, accessories, salon services, jewellery, eyewear, beauty products, lingerie



### World of Taste

Food, nutrition, beverages, food sampling, cookware



### Travel Showcase

Vacations, resorts, airlines



### Marketplace

Gifts, crafts, small & home based businesses, direct sell products



### Active Women's Zone

Career, fitness, dance, sports, recreation, activities



### Careers & Opportunities

Career/employment, education, investment



### Home & Interior Decor

Home décor & interior design, home security, furniture

Plus!

### Home Decor Marketplace



“I’ve been to several shows in my time being a retailer and the West Coast Women’s Show is by far the best I’ve ever been involved with. One really needs to watch where the hard earned marketing dollars are being spent and this is always one weekend we’ll always be a part of! Our booth was non-stop action generating great sales however, best of all, new customers and contacts. It’s been 2 weeks since the show and we’re still seeing the positive repercussions. Thanks again for putting on yet another very **SUCCESSFUL WEEKEND**. Count us in for next year!”

- Kathleen Johnson  
Nature’s Fare Markets

## Reasons to Exhibit

### Sales at the show – more year round sales!

- The largest targeted women’s show audience in BC!
- Tap into the Valley market- home of some of the fastest growing communities in Canada
- Reach a year’s worth of pre-qualified attendees in just 3 days
- Face-to-face selling with measurable ROI - build relationships that translate into year round sales
- Be part of an ideal sales environment where consumers can feel, touch, compare and buy your products and services
- Build your data-base and generate sales leads
- Much lower cost than traditional media with immediate feedback on your products & services
- Distribute samples
- Launch a new product
- Build brand awareness
- Market research



### Advertising & Promotion

- \$350,000+ advertising and publicity campaign
- Major newspapers
- Top radio stations & TV promotions
- Email Campaigns
- Show Web Site
- New Media

### Value

- Sponsorship & partnership opportunities
- Reduced hotel rates
- Industry networking
- Stage presentation opportunities

## TARGET MARKETING & SOCIAL MEDIA OPPORTUNITIES

## More than just booth space!

- New online Interactive Exhibitor Listings
- Website Advertising (33,400+ page views annually)
- Email blasts to our opt-in visitor data base
- Show Guide listing & exclusive opportunity to advertise
- Contest & Promotional Opportunities
- Feature and Stage Sponsorships
- Product sampling at show entrance
- 24 hour show security
- Forklift services and on-site empty crate storage

## Women prefer to buy based on relationships.

Smart marketers know that relationships are the key to selling and marketing to women. Women are looking for a connection with the products and services they use. There is no better way to build and strengthen your relationships than to talk to them directly!

“Reach one woman and you reach 28 others in her personal circle or network.”

(STRATEGY, The Canadian Marketing Report)



# The *best location* for a women's show!

- With over 400 booths the 12th annual West Coast Women's Show, at the TRADEX Exhibition Centre in the Fraser Valley region of Greater Vancouver, is the biggest and most successful women's consumer marketing event in Western Canada, delivering the retail spending power of over 60,000 consumers!
- Attendance and Exhibitor participation has grown by 100% since 2005!
- The West Coast Women's Show reaches an audience that live in some of the fastest growing communities in all of Canada! A consumer market area of over 2.4 million people. Cities such as Abbotsford, Surrey, Langley and Chilliwack are booming as a result of the affordable and balanced lifestyle offered in these communities.

## Did you know?

Shows at TRADEX often exceed the attendance numbers of similar shows located in downtown Vancouver. Changing demographic and growth of population in "The Valley" combined with downtown parking costs and traffic headaches, means more show visitors are choosing to attend shows closer to home at the TRADEX Exhibition Centre.

- The West Coast Women's Show draws a unique and separate audience. The overlap in attendance between downtown Vancouver events and the West Coast Women's Show in the Fraser Valley is less than 10%. (ie. Only 10% of our audience attend any shows located downtown.
- The TRADEX Exhibition Centre it is the second largest facility of its kind in BC serving a combined consumer market area of over 2.4 million people.

**TRADEX**  
Big on space, people and events

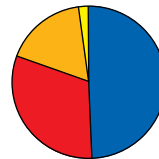
[www.fvtradex.com](http://www.fvtradex.com)

# 2011 Visitor Survey Results

The thousands of women who visited the 2011 show came from all over the Lower Mainland and Fraser Valley spending over \$1.2 million during their visit. Over 80% said they would be making purchases or doing business with exhibitors after the show!

- 85%** of show visitors were between 25 and 64 years of age.
- 62%** have a household income over \$45,000 per year.
- 25%** have a household income over \$100,000 per year.
- 65%** said they control 90% to 100% of household shopping & spending
- 63%** said they make 70% to 100% of buying decisions for big ticket items (*cars, furniture, travel, appliances, home decor*)
- 82%** work full / part time
- 20%** own their own businesses or have management careers
- 79%** had post secondary or University / College education

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



- 49%** Abbotsford, Mission, Aldergrove, Chilliwack, Hope
- 31%** Surrey, Cloverdale, White Rock, Langley
- 18%** Greater Vancouver (West of Port Mann Bridge)
- 2%** Other



## Women ...

- Account for 8.5 billion dollars in annual retail sales in BC
- Control 85% of household spending
- Spend 2 billion on personal care (CCTFA Study)
- Purchase 92% of packaged goods
- Buy 65% of all new cars and influence 80% of all vehicle purchases (STRATEGY, The Canadian Marketing Report)
- Run 700,000 firms in Canada or about 1/3 of all businesses



**Friday, October 19** 1 pm – 10 pm  
**Saturday, October 20** 10 am – 9 pm  
**Sunday, October 21** Hall A: 10:30 am – 5:30 pm  
*(Mothers & Daughters Day)*  
 Hall B: 11 am – 5:30 pm

[www.WestCoastWomen.net](http://www.WestCoastWomen.net)

## Encore Exhibitions

### Professional Show Management

Our show team is committed to making your participation in the West Coast Women's Show successful. Encore Exhibitions understands the commitment that each and every exhibitor makes to the event and how important it is for you to meet your show objectives. Our professional show team leads the industry with over 26 years of success producing and marketing leading consumer shows, exhibitions and special events.

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