



A TRADESHOW FOR MEN! WOMEN WELCOME!

NOW IN EDMONTON

MAY 11 - 13TH, 2012

RESERVE YOUR BOOTH TODAY!

Sponsorship & Marketing: | Charlene Delisle, 403-203-9243 email: cdelisle@dmeinc.ca

Booth Sales | Tamara Kilvington, 403-203-9243, email: tkilvington@dmeinc.ca

Events & Booth sales | email events@dmeinc.ca



www.mensexpo.ca





Exhibiting at Trade Shows is More Important than Ever!

Be a part of “The Mens Expo 2012”

NOW IN EDMONTON • MAY 11-13TH, 2012

Why exhibit in the Mens Expo?

To showcase your business at this one of a kind tradeshow that targets your market!

- **GAIN NEW CUSTOMERS!**

More than 50% of businesses have said that up to 20% of their new customers are due to their company's participation in trade shows.

- **CONVERT NEW CUSTOMERS FASTER!**

Roughly 40% of prospective customers are converted to new customers by being face to face at events.

- **RETAIN EXISTING CUSTOMERS!**

28% of current business would be lost without face-to-face meetings.

- **DELIVERS PROVEN ROI!**

Trade shows/conferences account for 30% personal budgets and demonstrate a return.

- **SELL YOUR PRODUCTS!**

We not only allow but encourage our exhibitors to sell their products on site.

Items that have been sold at our shows:

- **Motor Bikes • Clothing • Hot tubs • Jewellery • Tools**
- **Campers • Health and Wellness Items • Spa Packages**
- **Electronic Toys • Pontoon Boats • Gym Memberships**
- **Vibration Chairs • Financial Packages • Furniture • Spa Packages**
- **Liquor Products • Cars.... Just to name a few!!**

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FREQUENTLY ASKED QUESTIONS



WHAT DO I GET AS AN EXHIBITOR?

- Access to qualified buyers
- Booth: One 5x10 booth or One 10x10 booth or Two 10x10 booths or Quad (4)10x10 booths
- Pipe and drape with side dividers
- Web site listing and link options
- Use of press releases; please note if material or product info is provided when requested you will be included in the PSA, Social Networking & Marketing sites.
- Complimentary exhibitor badge registration (4 per 10'x10' booth)
- Free Passes to give out clients or customers
- Promotional materials; each vendor will be supplied with both print and electronic advertising materials to promote the show.
- Radio and Newspaper Buy-in opportunity available for exhibitors.
Call Charlene for more details 403.203.9243.

BOOTH COSTS:

One 5x10 booth: \$475.00 + \$23.75 gst = \$498.75

One 10x10 booth: \$950.00 + \$47.50 gst = \$997.50

Two 10x10 booths: \$1500.00 + \$75.00 gst = \$1575.00 ON SPECIAL UNTIL JAN. 4/12 SAVE \$400

Quad (4)10x10 booths: \$2800.00 + \$140.00 gst = \$2940.00 ON SPECIAL UNTIL JAN. 4/12 SAVE \$1000

NOTE: Application form must be returned with a 50% deposit of your booth fee for space to be allocated. Acceptance of this application and deposit by show organizers does not constitute an offer of space or facility. Corner booths are first come first serve. Full payment is required to hold a corner booth.

IMPORTANT DEADLINES FOR EXHIBITORS:

- **Application and deposit deadline is April 30, 2012.**
- **Full payment must be received by May 2, 2012.**

WHAT ARE THE SET-UP DATES AND TIMES?

Friday, May 11th, 2012 • 9:00am - 4:00pm (unless otherwise approved)

WHAT ARE THE DISMANTLE DATES AND TIMES?

Sunday, May 13th, 2012 • 6:00pm - 12:00am

DO I NEED INSURANCE?

All exhibitors MUST provide a certificate of insurance for the event before they are permitted onto the floor.

HOW DO I ORDER INTERNET, ELECTRICITY AND LABOUR.

An Event Services package will be sent to you, which will detail all vendor services and logistical information.

HOW DO I ORDER CARPET, TABLES AND OTHER DISPLAY ITEMS?

A GES Services package will be sent to you, which will detail all vendor services and logistical information.

HOW MANY COMPLIMENTARY BADGES DO I RECEIVE WITH MY BOOTH?

Each exhibitor receives four (4) complimentary badges per 10'x10' booth space.

WHAT IS THE COST FOR ANY ADDITIONAL BADGES?

We are pleased to offer you further Exhibitor badges at a cost of \$5.00 each.

MARKETING EXPOSURE — WHAT RESOURCES ARE AVAILABLE TO EXHIBITORS?

To discuss our full array of sponsorship opportunities please contact Charlene Delisle, 403-203-9243 email: cdelisle@dmeinc.ca





MENS expo

EDMONTON

May 11-13, 2012 • EXHIBIT SPACE APPLICATION FORM

Company Name: _____

Address: _____

City: _____ Province: _____ P.C.: _____

Contact name: _____

Phone: _____ Cell: _____

Fax: _____

Email: _____

Web: _____

Exhibitor on site contact:

Name: _____

Phone: _____ Cell: _____

Email: _____

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THE RULES:

Exhibit space cancellation policy for exhibitors: Once an exhibit space contract has been issued, cancellation of any or all of the exhibit space requested must be submitted in writing or email BEFORE March 31, 2012. If the cancellation has not been made before that date DME Inc. is entitled, as operators of the Mens Expo, to a cancellation fee of 25% of the rental value of the space for which cancellation is requested. DME Inc. will apply any deposit received against such cancellation charges and refund you any surplus or, alternatively, claim the balance to which it is entitled from you at that time. No Cancellation shall be permitted AFTER April 30, 2012. The exhibitor will be responsible after that date for the full amount of the exhibit space rental and any collection costs associated therewith as reasonably determined by DME Inc.

SPECIAL FORMS & EXTRA FEES APPLY

Once checked, Special order forms will be sent to you.

Special Exhibit requirements. Check if needed.

_____ Alcoholic Beverage sampling*

_____ Food Sampling*

_____ Electrical*

_____ Gas*

_____ Water*

_____ Drainage*

_____ Internet*

_____ Other* Please specify: _____

PAYMENT: We accept Visa, Mastercard, Cheque, Cash. **PLEASE MAKE CHEQUES OUT TO: Delisle Marketing & Events Inc.**

of Booths _____ @ \$ _____ /per booth + 5% gst _____ = Total fees \$ _____

PLEASE PLACE OUR DEPOSIT of \$ _____ (includes 5% gst) on:

Card # _____ Expiry date: _____ Card Security Code (CSC) # _____

Card holder's name: _____ Signature: _____

Or cheque # _____ Date sent: _____ Balance owing \$ _____ Requested booth numbers: _____

Mail application to: #1, 3617 Blackburn Road SE Calgary, AB T2G 4A3 or Fax to: 403.236.0524

