

# gourmet food & wine expo

The Gourmet Food & Wine Expo provides an opportunity to connect with reach to out to a highly distinguished group of affluent Canadians who have an avid interest in gourmet food, wines, spirits, travel and entertaining.

Our multi-media marketing campaign delivers well over 1,000,000 impressions and offers significant branding opportunities to our major partners. Onsite at the Expo we consistently attract over 36,000 upwardly mobile Canadians who appreciate the finer things in life; Our guests eagerly attend this annual event to sample and learn about culinary trends, enhance their wine savvy and purchase desirable products and services.

The demographic profile of Gourmet Food & Wine Expo is comprised of highly desirable clientele; affluent, intelligent attendees with a thirst for knowledge and an appreciation for quality. These socially active, forward thinking, influential clients set the trends for the rest of the country. The Expo also attracts highly coveted trade industry professionals and the most influential media. The trade audience consists of owners, buyers, sommeliers and chefs from some of Toronto's most notable restaurants and hotels. Media includes the most sought after food and wine writers and mass media from television, radio, magazine and news outlets.

## EVENT SPONSORSHIP

- Brand exposure throughout the marketing campaign
- Over 1,000,000 impressions within the campaign
- Print, online, broadcast, and direct marketing opportunities
- Media, trade and consumer promotional prospects
- Direct face to face onsite marketing
  - Fully managed by the Expo Sponsorship Team
  - Post-show report on all deliverables and ROI
- Rates determined by your marketing requirements

## ONSITE EXHIBIT OPPORTUNITIES

- Dedicated promotional space to promote your brand
- Unlimited access to over 36,000 attendees
- Complimentary guests passes and badges
- Logistical items such as ice, refrigeration, security and storage
- Print and online exhibitor listings
- Reimbursement on samples sales at 90%
- Rates are \$18 per sq/ft plus corner premiums of \$200 if applicable

## ADDITIONAL MARKETING OPPORTUNITIES

- Official Gourmet Food & Wine Expo Magazine Advertising
- Glossy full size magazine 325,000 distributed in Sept/Oct
- Full page \$7500 Half page \$4000 Quarter page \$2500
- Official onsite Expo Guide
- Glossy digest size magazine 20,000 distributed onsite
- Full page \$1000 Half page \$600 Quarter page \$350
- Web banner or button on [foodandwineexpo.ca](http://foodandwineexpo.ca)
- Over 750,000 unique page views annually
- Banner ad \$2500 /yr or Button \$1500/yr

The Gourmet Food & Wine Expo is the only event of its kind that provides access to this incredible client base; the most influential and trendsetting Canadian consumers, media and members of the trade industry.

We look forward to discussing your specific marketing objectives and working with you on a fabulous promotional campaign at the Gourmet Food & Wine Expo.