

# THE BEST GOURMET MIX

IN THE

# City



## gourmet food & wine expo

*November 22-25, 2018*

METRO TORONTO CONVENTION CENTRE  
THURS 6-10 • FRI 2-10 • SAT 12-10 • SUN 12-6

1-866.414.0454 • [FOODANDWINEEXPO.CA](http://FOODANDWINEEXPO.CA)

# WELCOME TO CANADA'S **BIGGEST** CELEBRATION OF FOOD AND WINE!

## *Highlights*

A partnership with the Gourmet Food & Wine Expo gives you access to thousands of consumers, trade and media who influence trends and buying decisions for the nation. The Gourmet Food & Wine Expo is a strong, international, multi-faceted, well-recognized and high-profile event that brings together like-minded people with a desire to experience fine food, wine, spirits, beers and luxury items while promoting education.

Here is an overview of highlights that help make this Canada's biggest and best food and beverage event.

### **IMMEDIATE ROI**

Sell direct to thousands of consumers using sample tickets. Earn back 90% of all sales.

### **TASTING FLOOR**

Over 42,000 guests descend on the Expo to sample from more than 1,500 wines, beers and spirits from around the globe alongside incredible gourmet cuisine.

### **VIP PREVIEW NIGHT**

Over 7,000 trade, media and discerning guests preview the Expo, taste fabulous wines, meet winemakers, see the hottest culinary trends, mingle with celebrity chefs and network with industry peers.

### **CENTRAL ENTERTAINMENT AREA**

Boasts live entertainment, thematic decor and seating for approximately 250 guests.

### **TUTORED TASTINGS PROGRAM**

Over 1,200 avid enthusiasts attend our high-end wine classes to learn from some of Canada's top professionals.

### **GRAND TASTING BAR**

Offers the chance to sample exclusive, ultra-premium wines including selections that are rarely available at public events, alongside trained professional sommeliers and experts.

### **TREND CENTRAL TASTING STAGE**

Offers the opportunity to promote your wines, beers and spirits as part of ongoing tasting classes.

### **GOURMET CUISINE**

Top chefs and Toronto's best restaurants showcase their finest creations and serve up thousands of samples.

### **SPIRITOLOGY PAVILION**

This upbeat aisle boasts professional mixologists serving up stylish libations in a chic atmosphere.

### **PREMIUM BEERS**

Importers and craft brewers offer samples of their frothy creations while sharing their unique stories.

### **GOURMET INSIDER**

Online subscribers discover all things gourmet through our complimentary e-newsletter.

### **CHARITY PARTNER**

The Expo proudly supports local charities by donating proceeds from the bottle returns and fresh food.

### **CHEF STAGE**

Thousands of guests attend demonstrations led by celebrity chefs and the culinary elite.

### **CELEBRITY CHEF**

Celebrity chefs will appear on the Chef Stage over the weekend.

## Consumer

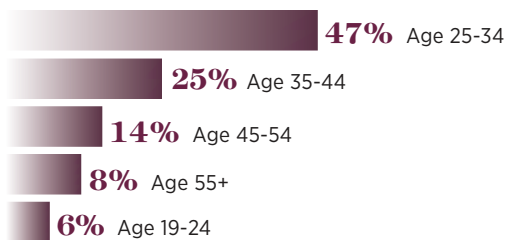
The Gourmet Food & Wine Expo gives you access to Canadians who appreciate the finer things in life. The marketing campaign reaches thousands of discerning, affluent and educated consumers who appreciate quality. They are socially active, forward-thinking and influential people that set trends for the rest of the country.



**59%**  
FEMALE  
VISITORS



**41%**  
MALE  
VISITORS



**95%**  
COLLEGE, UNIVERSITY  
OR POSTGRADUATE  
EDUCATION



**66%**  
INDIVIDUAL INCOME  
OF MORE THAN \$60K



**89%**  
GO OUT SOCIALLY  
OR DINE OUT 2+  
TIMES/WEEK

## EXPO STATS

**40,000+**  
ANNUAL  
VISITORS

**140,000**  
SQUARE FEET OF  
EXHIBITION SPACE

**2,700**  
INDUSTRY BUYERS,  
LICENSEES, OWNERS &  
TRADE PROFESSIONALS

**500+**  
WINE, FOOD,  
LIFESTYLE, TRAVEL &  
ENTERTAINMENT MEDIA

**300+**  
SPONSORS,  
PARTNERS & EXHIBITORS

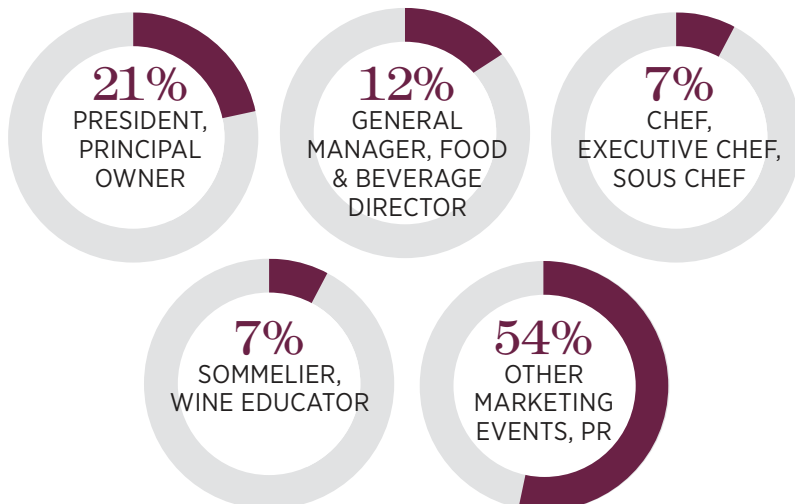
**1,500+**  
WINES, BEERS  
& SPIRITS

**150+**  
GOURMET FOODS  
& RESTAURATEURS

**400+** MILLION  
MEDIA IMPRESSIONS  
FROM MULTIMEDIA  
MARKETING CAMPAIGN

## Trade

As the largest event of its kind in Canada, the Gourmet Food & Wine Expo has built one of the most highly coveted lists of trade attendees and solid relationships with some of the most influential media. The dedicated trade marketing campaign reaches thousands of buyers, decision makers and high-level industry professionals through print, online and social media.



## Marketing

No event of this magnitude could come to fruition without a large and loyal group of supporters. The Expo partners with some of the most highly regarded and influential media in Canada to develop a strategic campaign targeted at upscale consumers with the disposable income and desire to enjoy life. We utilize multimedia marketing, strategic public relations, specialized collateral materials, interactive online promotions and savvy social media to bring in a highly desirable clientele. Our preferred media outlets include:



## Rates

### EXHIBIT SPACE RATES

Booth	\$1,900/10'x10'
Corner Premium	\$300/corner
Prep Area Premium	\$200/10' x 10'
Spiritology Premium	\$200/10' x 10'
Half Booth	\$1,100/5' x 10'

Inclusions per booth: 8' backwall, 3' sidewalls, ice, shared refrigeration, building security, material handling, 8 VIP night, 8 Friday tickets, 8 Sunday tickets, 8 Exhibitor badges, web listing and Expo Guide listing.

### PRINT OPPORTUNITIES

Tutored Tastings Print Advertising: Deadline August 8, 2018 The Tutored Tastings program attracts some of the most affluent wine enthusiasts from across the nation. The printed brochure is distributed across Canada through *VINES* Magazine as a full-size digital edition via a strategic marketing campaign. Reach over 150,000 readers in both the print and online editions.

Rates: \$2,400 Full | \$1,400 Half | \$850 Quarter

*VINES* Magazine Expo Issue: Deadline September 19, 2018 This eagerly anticipated issue reaches thousands of subscribers, Expo visitors, winery guests and food, beverage and travel enthusiasts. Reach over 50,000 readers in both the print and online editions.

Rates: \$1,900 Full | \$1,000 Half | \$750 Third

Digital Expo Guide: Deadline October 2018 Leave a lasting impression by advertising in the Official Digital Expo Guide available for download on-site.

Rates: \$1,100 Full | \$650 Half | \$400 Quarter

### ONLINE OPPORTUNITIES

Online Advertising  
Reach engaged food and beverage enthusiasts through this targeted high-traffic website. The multimedia campaign drives thousands of visitors to [foodandwineexpo.ca](http://foodandwineexpo.ca).

Gourmet Insider|Trade Insider  
The Gourmet Insider consumer newsletter reaches 25,000 subscribers. The Trade Insider targets over 10,000 industry professionals.

Leaderboard 728x90 pixels \$400/issue  
Std Banner 468x60 pixels \$275/issue

### SPONSORSHIPS

Experiential event marketing has been widely proven to deliver Return On Investment (ROI) and can satisfy a wide range of marketing goals. Reach your ideal audience through a customized sponsorship opportunity. We can create a package designed to meet your goals and fit within your budget.

Contact us today for details.

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