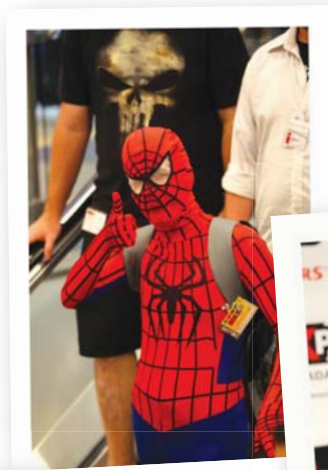


# FAN EXPO<sup>TM</sup>

## CANADA

AUGUST 23-26 2012  
metro toronto convention centre



## CORPORATE SALES KIT

CELEBRATING 18 YEARS OF COMIC\*CON NORTH

OVER 80,000 FANS • OVER 400,000 SQ. FT. • OVER 700 EXHIBITS

[fanexpocanada.com](http://fanexpocanada.com)

# 4 BIG DAYS!

# FAN EXPO<sup>TM</sup>

## CANADA

Fan Expo Canada<sup>TM</sup> is Canada's biggest and North America's 3rd largest event of its kind.

This annual event features 5 genres in one gigantic event; Comic, Anime, Science Fiction, Horror and Gaming.

## QUICK FACTS



- Considered by many to be the "Comic-Con" of Canada.
- 18th annual event.
- Over 700 retailer spaces, always sold out months in advance.
- Over 400,000 square feet.
- Over 75,000 attendees in 2011.
- Always providing the Industry's hottest guests.
- Over 500 members of the press attended, and millions of media impressions were generated, with coverage by major media outlets including Reuters, Associated Press, MacLeans, Global TV, CityTV, CTV, Space, OMNI, CBC, YTV, G4TV, MTV, Toronto Star, Globe & Mail, Toronto Sun, National Post, Metro, Now, Eye, Toronto Life as well as local and national radio stations.

## EXPO LOCATION

### Metro Toronto Convention Centre • South Building

222 Bremner Blvd.  
Toronto, Ontario, Canada  
M5V 3L9  
tel. (416) 585-8000  
[www.mtccc.com](http://www.mtccc.com)

**Metro Toronto Convention Centre**  
located in the heart of downtown

**A NON-UNIONIZED FACILITY**



### Did you know that Toronto is...

- Canada's largest city with over 5 Million people.
- 5th largest city in North America (by population).
- 2nd largest animation centre in North America.
- 3rd largest film production centre in North America.
- Most multicultural city in the world.
- Safest city in the world.
- 45 minute drive from Niagara Falls.
- 1 hour flight from New York.

# WHO, WHAT & WHY EXHIBIT?

## WHY YOU SHOULD EXHIBIT...

- Canada's Largest Multi-Media Event with over 75,000 Attendees in 2011.
- A unique event offering a cost-effective way to intensely hit a target audience with your company's message and products.
- A variety of genres to draw new consumers to your booth.
- Other companies with similar products will be onsite to exhibit.
- Aggressive marketing campaigns that guarantee you a large audience.
- Endless opportunities to showcase, develop and sell your company's products and services in a huge exhibit area.
- Entertain, educate and motivate potential buyers.
- Opportunity to engage in an ongoing dialogue with our very large and loyal database.

## WHO SHOULD EXHIBIT

- Comic Book Publishers & Studios
- Toy Manufacturers
- Video Game Manufacturers & Publishers
- Animation Studios
- Trading Card Manufacturers
- Gaming Publishers
- Magazine Publishers
- Movie Studios
- Television Studios and Networks
- Anime and Manga Companies
- Related Retail Chains & Web Sites
- Educational Institutions
- Special Effects & Makeup Art
- Costume & Prop Houses



## PRODUCTS AVAILABLE

- Comic Books & Graphic Novels
- Toys & Video Games
- DVDs, Videos & CDs
- Movies & Movie Memorabilia
- Japanese Animation & Manga
- Trading cards & Posters
- Role Playing & Collectible Card Games
- T-Shirts, Costumes & Props
- Books, Photos and much more



## OUR MARKETING CAMPAIGN

- Hundreds of national ads on Space: The Imagination Station and G4TV
- Over 150,000 brochures distributed within a 5-hour driving radius of Toronto in genre specific locations
- Over 180,000 EB Games exclusive brochures and posters distributed to all EB Games/Game Stop stores in Ontario
- Joint consumer and trade promotions with our Media and Sponsor partners
- Ads, interviews and contests with some of the biggest media outlets in the country
- Direct Mail campaign to tens of thousands of past attendees
- National newspapers, related publications and magazines
- Website, online promotions and e-blasts
- Social Networks (i.e. Facebook, Twitter, Myspace, etc.)
- Full-time media relations by our PR company
- And the most important, "Word of Mouth"

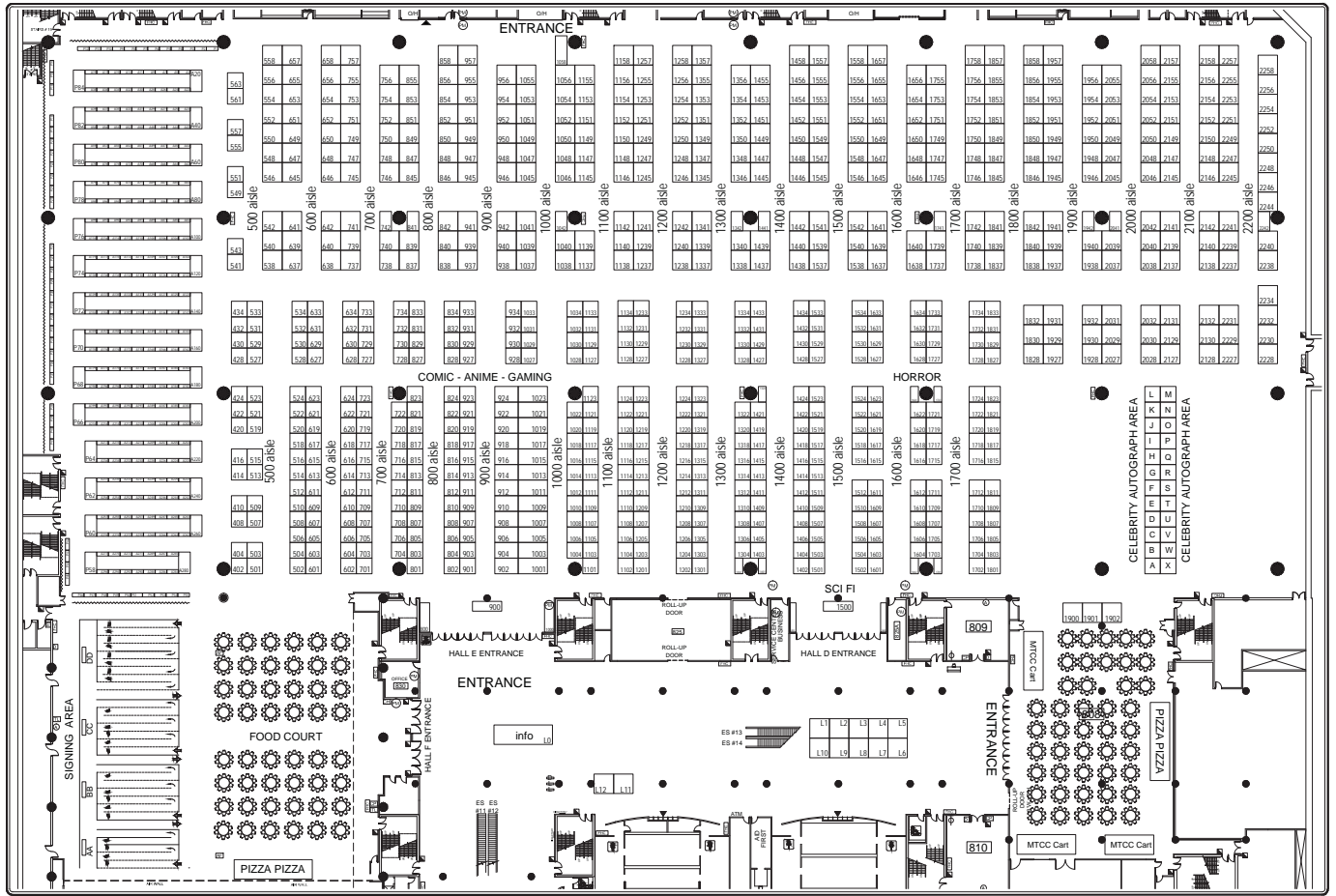


**This is how we get  
75,000+ attendees  
to this event!**

# FLOOR PLAN

METRO TORONTO CONVENTION CENTRE  
South Building 400,000 Sq.Ft.

Floor plan subject to change.



## PREVIOUS EXHIBITORS

EBGAMES

MARVEL

G4

UBISOFT

DISNEY

XBOX 360

DC

TELETOON

LUCASFILM

WB

LG  
Life's Good

DK

Microsoft  
game studios

Hasbro

20th  
CENTURY  
FOX

maple

SEGA

intel

hmv

SFACE

ROGERS

2K  
GAMES

PLAYSTATION 3

DREAMWORKS  
PICTURES

ALLIANCE

Nintendo

ANCHOR  
BAY  
ENTERTAINMENT

penguin

GameStop

Image

HarperCollinsPublishers

# EXHIBITOR INFO



## BOOTH RATES

**1 - 2 Booths** \$1200. ea.  
**3 - 7 Booths** \$1100. ea.

**Island Premium** \$595.00 (add)  
 Minimum 6 Booths

**Corner Premium** \$175.00 (add)

### For Bulk Space

Please contact,  
 Aman Gupta (416) 241-7827  
 Ext. #233

Each booth consists of a 10' x 10' space with pipe & drape, one 8' skirted table, two chairs and two Exhibitor Passes.

**MISSION STATEMENT:** Giving fans the ultimate experience at Fan Expo Canada™

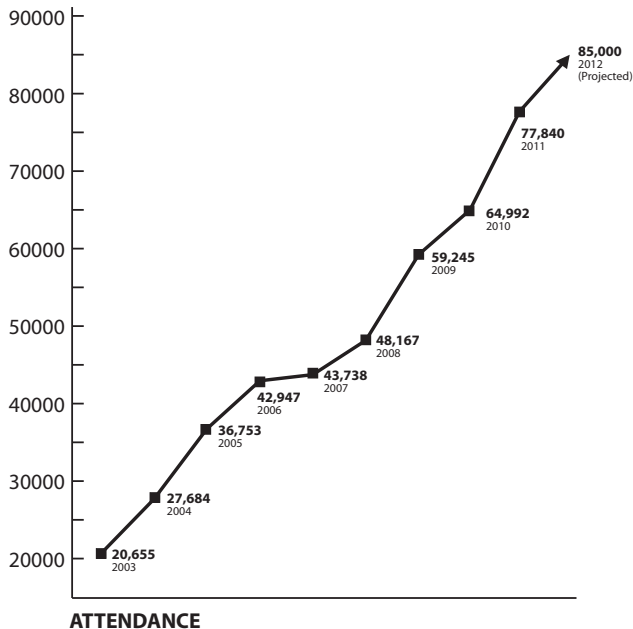
## COMING TO CANADA IS EASY!

Canada Customs has recognized the Fan Expo Canada™ and has declared the use of a portal to portal system. For information on customs and cross-border shipping matters, please contact:

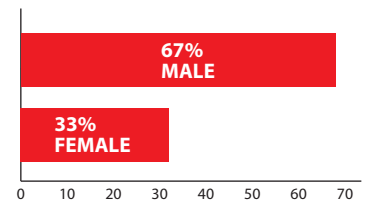
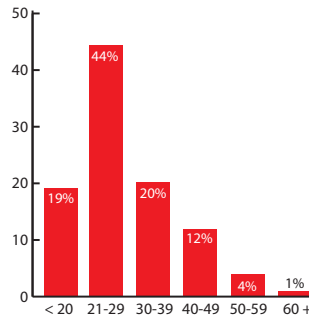


Rob Parr  
 Toll Free: 1-888-827-7469 • Fax 905-673-5445  
 Email: robp@commercetradeshows.com

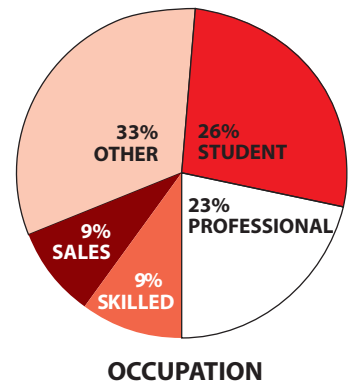
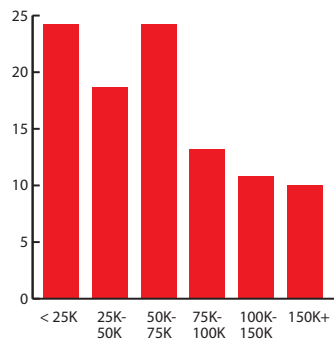
# ATTENDANCE & DEMOGRAPHICS



Statistics provided by Endo Networks



### AGE OF EXPO FANS



# 77,840 FANS IN 2011

42% of attendees travel > 40 km. to Fan Expo Canada™  
 20% increase in attendance from 2010  
 93% of attendees plan on returning in 2012

# SHOW PROGRAM ADVERTISING RATES

DEADLINES	SPACE	MATERIALS	STREET DATE
Pre-Expo Mailout Issue	June 25	July 3	July 27
On-Site Handout Issue	July 23	July 30	August 23-26

SPECIFICATIONS	LIVE AREA (NON-BLEED)	PAGE SIZE with BLEED
Full Page	7.5" X 10"	8.0" X 10.5" +.25" Bleed
Double Page	15.5" X 10"	16" X 10.5" +.25" Bleed
Half Page (Horizontal)	7.5" X 5"	N / A
Half Page (Vertical)	3.75" X 10"	N / A

**Note:** All type MUST be .25" from the edge of the page trim on both bleed and non-bleed pages.

Advertisers should provide print ready PDF files to our specifications.

We also accept Illustrator, Photoshop and QuarkXpress files.

In-house design is available at \$75.00 /hr.

## CONTACT INFO

**Aman Gupta**  
tel.: (416) 241-7827  
fax: (416) 241-6827  
email: agupta@hobbystar.com



# WEB SITE ADVERTISING RATES

**OVER 79,000,000 HITS  
LAST YEAR!**

Many unique web site advertising opportunities available including:  
banner ads, video pre-roll, sponsor branded content, merchandise sales, etc.

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

## DISTRIBUTION

The Expo Program has a print-run of 107,000 copies with a distribution breakdown of:

- 47,000 Direct Mail to past attendees.
- 60,000 On-site at the Expo.



## ADVERTISING RATES

Double Page Spread - (Middle, 4 colour)	\$ 5,500.00
Back Cover (4 colour)	\$ 3,800.00
Inside Front or Back Cover (4 colour)	\$ 3,200.00
Inside Full Page - (Middle, 4 colour)	\$ 2,600.00
Inside Half Page (4 colour)	\$ 1,900.00

### ADVERTISING RATES INCLUDE 2 ISSUES!

Rates include the Pre-Expo Mailout Issue (20 pages) and the On-Site Handout Issue (60 pages).

### INSERTS & OTHER ADVERTISING OPPORTUNITIES

Please contact us to discuss your requirements.

### Note:

If you wish to change your ad for the Handout Issue, please add \$250.



## CONTACT INFO

**Drew Carroll**

tel.: (416) 703-3589 Ext. 229

email: drew@sponsorshipcanada.com

# SPONSORSHIP OPPORTUNITIES

Interested in an integrated sponsorship of Fan Expo Canada™ that encompasses its wide array of event and media assets as well as its large and loyal fan base?

Contact us to discuss how we can customize sponsor packages to meet your brand's objectives and budget.



## OTHER SPONSORSHIP OPPORTUNITIES

- Premium Lounge Sponsorship
- Mascot/Costumed Character
- Industry Night Grab Bags
- Sponsored Fan Party
- Tickets for Charity or Youth groups
- Onsite Banners
- Video Trailers (Pre & Post showings)
- Company Exclusives (Special toys, Comics, DVDs, etc.)
- P.A. Announcements
- Online Contests
- Displays throughout Show Floor
- Registration Bags
- Live Demonstrations
- Exclusive Sales Rights
- Meet the Guest Contest
- ID Badges and/or Lanyards
- Exhibit Space
- On-site Sampling
- And more...

## SPONSORSHIP BENEFITS CAN INCLUDE:

On-site event sponsorships  
Sponsor logo inclusion in all event media and event assets  
Fan Expo website advertising and custom sponsorships  
Celebrity sponsorships/appearances  
On-site theatre naming rights



## CONTACT

For further information on Corporate & Media Sponsorship Opportunities please contact,

**Drew Carroll**

tel: (416) 703-3589 Ext. 229

email: [drew@sponsorshipcanada.com](mailto:drew@sponsorshipcanada.com)

BUZZ ALDRIN & WES CRAVEN



BATMAN'S ADAM WEST



GAMERS



COMIC LEGEND JIM LEE



SPECIAL PRESENTATION



COMIC LEGEND ALEX ROSS



JERI RYAN



DRAWING WORKSHOP



HENRY WINKLER



HAYDEN PANETTIERE



WILLIAM SHATNER & LEONARD NIMOY



TOM FELTON



ALICE COOPER



EXPO FANS



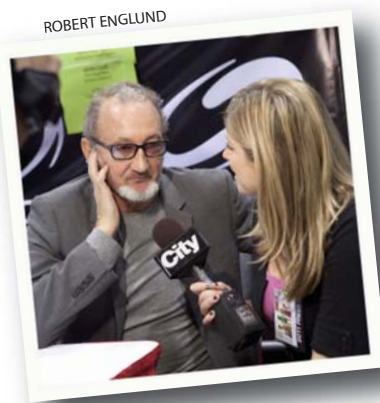
KEVIN SMITH



PATRICK STEWART



ROBERT ENGLUND



ELIJAH WOOD



# FAN EXPO<sup>TM</sup> CANADA

48 Edenbridge Drive  
Toronto, Ontario, Canada M9A 3G1  
tel. 416.241.7827 fax 416.241.6827  
[www.fanexpocanada.com](http://www.fanexpocanada.com)

## Application For CORPORATE Exhibit Space

### 1. COMPANY INFORMATION: Please Print

Company Name

Display Name (Maximum 20 characters including spaces)

Contact Name

Address

City Province/State

Postal/ZIP Code Country

Phone Fax

Email

Website

### 2. PRODUCTS: We carry products related to

**PRIMARY:** Choose One

Comics  Sci-fi  Gaming  Horror  Anime

**SECONDARY:** Choose as many as required

Comics  Sci-fi  Gaming  Horror  Anime

Please List your Products and/or services:


### 3. BOOTH RATES (2012)

Exhibit booth consists of an 10'x10' (100 sq. ft.), pipe and drape booth with no carpet. The space includes 1 eight-foot skirted table, 2 chairs, and 2 exhibitor passes.

1- 2 Booths \$1,200.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

3- 7 Booths \$1,100.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

Bulk Space (800+ sq. ft.) \$10./sq. ft. X \_\_\_\_\_ = \$ \_\_\_\_\_

Island Premium add \$595.00 X \_\_\_\_\_ = \$ \_\_\_\_\_  
(Minimum 6 booths)

Corner Premium add \$175.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

Other \_\_\_\_\_ \$ \_\_\_\_\_

Sub-Total ..... \$ \_\_\_\_\_

H.S.T. (Please add 13% Tax) ..... \$ \_\_\_\_\_  
HST# 88638 2886

Total Booth Space Charge ..... \$ \_\_\_\_\_

Deposit Paid ..... \$ \_\_\_\_\_

Balance ..... \$ \_\_\_\_\_

Please Make Cheques Payable To: **HOBBY STAR MARKETING, INC.**

**Payment Terms:** 25% within 30 days of application submission  
 50% (Less Original Deposits) by February 1, 2012.  
 100% (Less All Deposits) by July 2, 2012.

### 4. LOCATION:

Placement of Space(s) is at Hobby Star Marketing's sole and absolute discretion.

I understand that this is only an application and does not guarantee exhibit space until a contract is issued. Once approved, all deposits are non-refundable. We will review your application and a representative will contact you.

Exhibitor's Signature \_\_\_\_\_

Date \_\_\_\_\_

Return This Completed Form By:

**Mail:**  
 Hobby Star Marketing Inc.  
 48 Edenbridge Drive  
 Toronto, Ont, M9A 3G1  
 Canada

**Fax:**  
 (416) 241-6827  
**Any Questions?**  
 (416) 241- STAR (7827)  
 www.fanexpocanada.com

### For Office Use Only

Payments	Method	Date	Amount
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

Booth Size: \_\_\_\_\_

Assigned Location: \_\_\_\_\_



Confirmed

## CORPORATE ADVERTISING INSERTION ORDER

### 1. COMPANY INFORMATION: Please Print

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_

Postal/ZIP Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### 2. BILL TO: If billing information is the same as above, leave blank.

Advertiser \_\_\_\_\_

Ad Agency \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_

Postal/ZIP Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### 3. ADVERTISING RATES - 2012

Double Page Spread \$5,500.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

Back Cover \$3,800.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

Inside Front Cover \$3,200.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

Inside Back Cover \$3,200.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

Inside Full Page \$2,600.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

Inside Half Page \$1,900.00 X \_\_\_\_\_ = \$ \_\_\_\_\_

Other \_\_\_\_\_ = \$ \_\_\_\_\_

Other \_\_\_\_\_ = \$ \_\_\_\_\_

Sub-Total \$ \_\_\_\_\_

H.S.T. (Please add 13% Tax) \$ \_\_\_\_\_  
HST# 88638 2886

Total Ad Space Charge \$ \_\_\_\_\_

**Payment Terms:** 100% with application submission  
Please Make Cheques Payable To: **HOBBY STAR MARKETING, INC**

I understand that this is only an application and does not guarantee ad space until a confirmation is issued. We will review your application and a representative will contact you.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

Return This Completed Form By:

**Mail:**  
Hobby Star Marketing Inc.  
48 Edenbridge Drive,  
Toronto, Ont, M9A 3G1  
Canada

**Fax:**  
(416) 241-6827  
**Any Questions?**  
(416) 241-STAR (7827)  
www.fanexpocanada.com

### For Office Use Only

Payment	Method	Date	Amount
1.	_____	_____	_____

Produced by  
**HOBBY STAR**  
MARKETING 