

2012 RETAILER INFORMATION KIT

FAN EXPOTM CANADA

CELEBRATING 18 YEARS OF COMIC CON NORTH
OVER 80,000 FANS • OVER 400,000 SQ. FT. • OVER 700 EXHIBITS

METRO TORONTO CONVENTION CENTRE

AUGUST 23-26 2012



fanexpocanada.com

LOCATION

Metro Toronto Convention Centre

The Expo will be held in the entire South Building (222 Bremner Blvd.) The facility is next to the CN Tower and SkyDome in the heart of downtown Toronto. The closest subway station is Union Station, which is located two blocks east of the convention facility. Garage parking is available on the premises.



OFFICIAL HOTELS

When our official hotels SELL OUT, please check our website for additional accommodations.



THE FAIRMONT ROYAL YORK

ADDRESS: 100 Front St. West
 RATE: \$129.00 SALE
 DISCOUNT CODE: FAN EXPO 2012
 TELEPHONE: 1 (800) 663-7229

★★★★★ 1/2
 (1 Block from Convention Centre)



HYATT REGENCY TORONTO

ADDRESS: 370 King St. West
 RATE: \$119.00 *
 DISCOUNT CODE: FAN EXPO
 TELEPHONE: 1 (800) 263-6364
 * Must be booked by May 31, 2012

★★★★★ 1/2
 (2 Blocks from Convention Centre)



INTERCONTINENTAL TORONTO CENTRE

ADDRESS: 255 Front St. West
 RATE: \$209.00
 DISCOUNT CODE: FAN EXPO
 TELEPHONE: 1 (800) 422-7969

★★★★★
 (Attached to Convention Centre)



OFFICIAL AIRLINES

Special rates on airfares for exhibitors, guests and fans of Fan Expo Canada™. To receive the special rates, book your flight online and enter the associated Discount Code.



AIR CANADA

DISCOUNT CODE: QN6V87Z1
www.aircanada.com



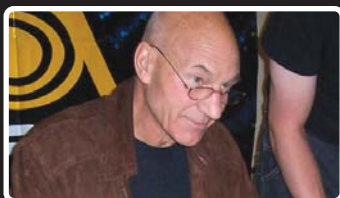
AMERICAN AIRLINES

DISCOUNT CODE: 6882AZ
www.aa.com



PORTER AIRLINES

DISCOUNT CODE: FANXPO
www.flyporter.com



2012 SCHEDULE*

Tuesday, August 21

May be used for move in by appointment ONLY and will require additional fees.

Wednesday, August 22

07:00 - 20:00 Marshalling Yard Open
08:00 - 21:00 Registration and Set-up

Thursday, August 23

06:00 - 13:00 Marshalling Yard Open
07:00 - 13:00 Registration and Set-up
14:00 - 21:00 Show Hours

Friday, August 24

08:30 - 09:30 Exhibitor Re-stock
09:30 - 19:00 Show Hours

Saturday, August 25

08:30 - 09:30 Exhibitor Re-stock
09:30 - 19:00 Show Hours
20:00 - 22:00 18th Annual Industry Night

Sunday, August 26

08:30 - 09:30 Exhibitor Re-stock
09:30 - 17:00 Show Hours
17:00 - 23:59 Breakdown

*Schedule subject to change.

COMING TO CANADA IS EASY...

The official broker for Fan Expo Canada™ is The Commerce Trade Show Logistics Group Ltd. Canada Customs has recognized Fan Expo Canada™ and has declared the use of a portal to portal system. For information on customs and cross-border shipping matters, please call or write.



The Commerce Trade Show Logistics Group Ltd.

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

ON-SITE SECURITY

Security will be provided 24 hours a day, starting at 8 am on August 22 until 23:59 on August 26th. Additional plain clothes security and uniformed police officers will also be onsite during show hours.

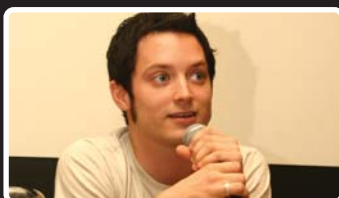
RETAILER SPACE PRICING

1 -2 Booths	\$832. ea.
3 + Booths	\$768. ea.
Corner locations, Add	\$100.

- Exhibit space consists of an 8' X 8' space and includes 1 eight-foot table (not skirted), 2 Chairs, 2 Exhibitor passes and listing on the official website and show program.
- 50% deposit is due upon submitting application with the remaining balance due by July 2, 2012.
- Please add 13% H.S.T. to all prices.

FOR MORE INFO OR TO RESERVE SPACE

Telephone: (416) 241-STAR (7827)
Fax: (416) 241-6827
Email: info@hobbystar.com
Website: www.fanexpocanada.com



SHOW PROGRAM ADVERTISING RATES

All ads are now printed in full (4) colour at no additional charge.

This is an effective, cost efficient marketing tool that will be distributed to all attendees at this year's Fan Expo Canada™. This year's print run will be 60,000 copies. Reserve your ad today, as we always sell out.

1/4 Page	\$650.00	3.75" X 5"
Half page	\$995.00	3.75" X 10" Or 7.5" X 5"
Full page	\$1,495.00	7.5" X 10"

Let us design your ad: \$75.00 Per Hour (Min. 2 Hours)
 Deadline: Artwork Must Be Supplied By July 30, 2012

• Please Add 13% H.S.T. To All Prices.



INDUSTRY NIGHT 2012

Diamond Distributing and Hobby Star Marketing cordially invite you to the 18th Annual Industry Night. Last year's Industry Night was packed with celebrity appearances, artists, retailers and friends. This is a great opportunity for retailers to meet the artists and the companies they represent.



Date: August 25th, 2012 - 8 PM

Cost: \$20

Location: Joe Badali's

(Corner of Front and Simcoe, across from the convention centre)



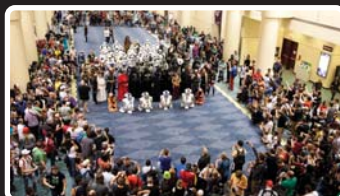
Diamond
Comic Distributors, Inc.

This is a non-profit event that will only be open to retailers, professionals and corporate companies within the comic book industry. (Being an exhibitor at Fan Expo Canada™ is NOT mandatory to attend this event. Diamond customers will be offered a special promo by their assigned representatives. There will be prizes and give-aways for everybody, exclusively for Industry Night, courtesy of all the major comic book companies.

ADVANCE ADMISSION PASSES FOR SPECIAL CLIENTS

You may purchase admission passes in advance for special clients, so that they may avoid any entrance line ups at the Expo. This form will be available online by June 2012.

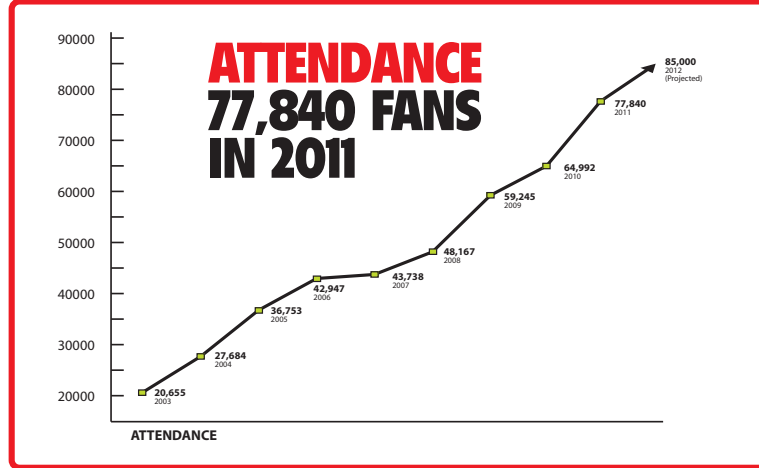
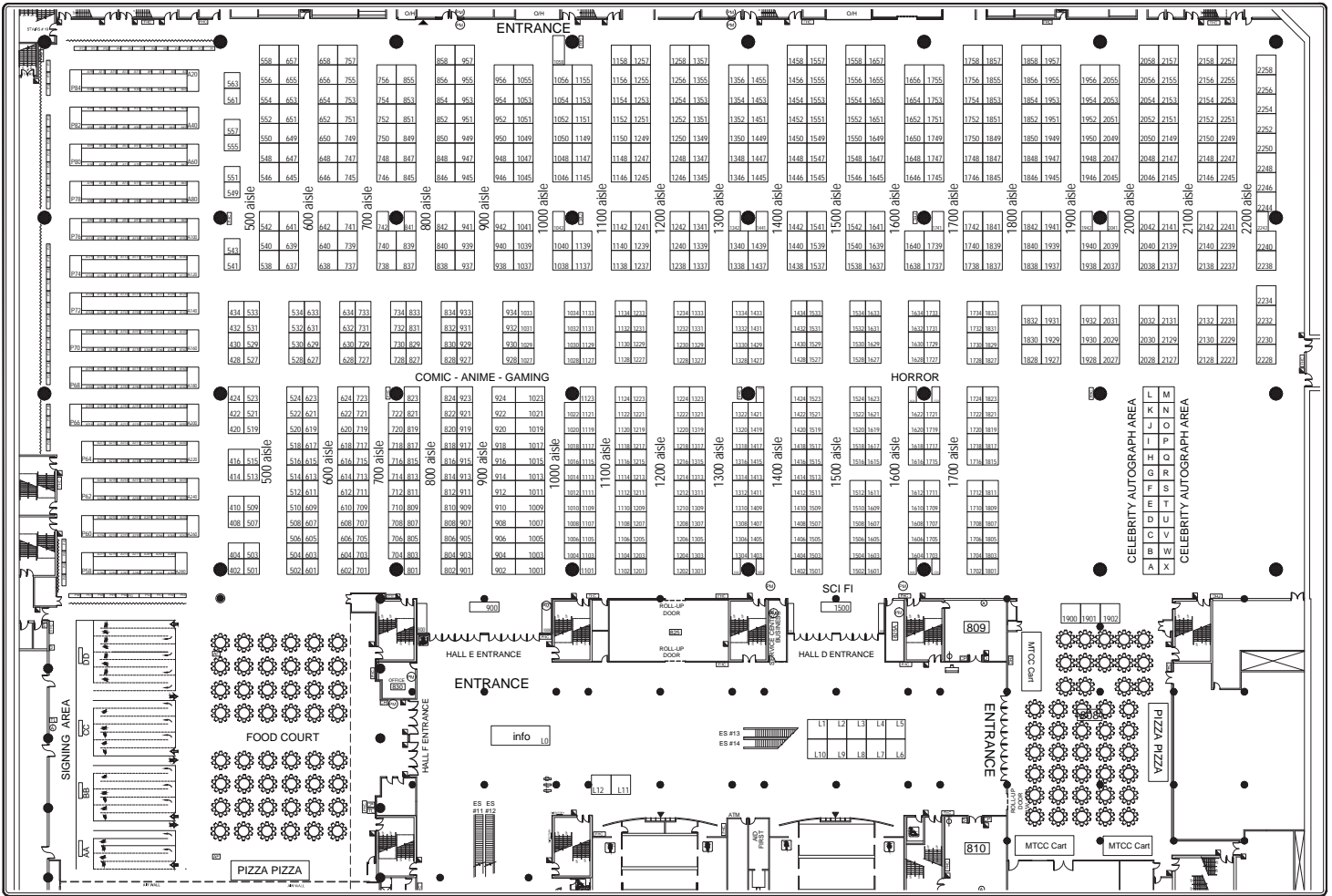
REMEMBER: Exhibitor passes are NOT allowed to be distributed to anyone other than employees working within your booth.



FLOORPLAN

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

Subject to change



APPLICATION FOR RETAILER 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. AREA: We are applying for retail space in which area?

Choose One

- Comics Sci-fi Gaming Anime

3. 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:

4. BOOTH RATES (2012)

Exhibit booth consists of an 8' x 8' space, the space includes 1 - 8' not skirted table, 2 chairs and 2 exhibitor passes.

1 - 2 Booths \$832. ea. X _____ = \$ _____

3+ Booths \$768. ea. X _____ = \$ _____

Corner Premium add \$100. 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: 50% with application.

100% (Less All Deposits) by July 2, 2012.

5. 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

RETAILER ADVERTISING INSERTION ORDER

1. COMPANY INFORMATION: Please Print

Company Name _____

Contact Name _____

Address _____

City _____ Province/State _____

Postal/ZIP Code _____ Country _____

Phone _____ Fax _____

Email _____

Website _____

3. ADVERTISING RATES - 2012

Full Page \$1,495.00 X _____ = \$ _____

Half Page Horizontal \$995.00 X _____ = \$ _____

Half Page Vertical \$995.00 X _____ = \$ _____

Quarter Page Vertical \$650.00 X _____ = \$ _____

Other _____ = \$ _____

Other _____ = \$ _____

Sub-Total \$ _____

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

Total Ad Space Charge \$ _____

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

Payment Terms: 100% with application submission

DEADLINES

SPACE	MATERIALS	STREET DATE
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"
Half Page (Horizontal)	8.0" X 10.5" +.25" Bleed
Half Page (Vertical)	7.5" X 5"
Quarter Page (Vertical)	3.75" X 10"
	3.75" X 5"
	N / A
	N / A

New: All ads in full (4) colour at no additional charge.

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.

DISTRIBUTION

The Fan Expo Canada™ Show Program has a print-run of 60,000 copies.

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 