

2012 SMALL PRESS/INDY 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



SMALL PRESS/INDY SPACE PRICING

- Full Payment is due upon submitting application.
- Please add 13% H.S.T. to all prices.

Standard Table \$375. each

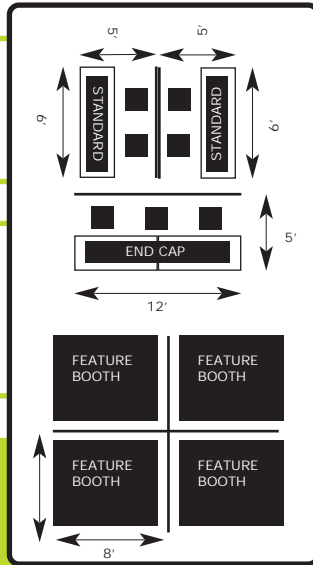
Consists of one 6' skirted table, 2 Chairs, 2 Exhibitor passes and listing on the official website and show program.

Premium End Cap \$825. each

Consists of an endcap space and includes: 2 six-foot skirted tables, 3 chairs and 3 Exhibitor passes and listing on the official website and show program.

NEW Feature Booth \$925. each

Consists of a corner space 8' x 8' pipe & drape booth in a carpeted feature area and includes: 1 8' skirted table, 2 chairs, 2 Exhibitor passes and highlighted listing on the official website and show program.



2012 SCHEDULE *

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.

SHOW PROGRAM ADVERTISING RATES

All ads are printed in 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 (3.75" X 5")	\$650.
Half page (3.75" X 10" OR 7.5" X 5")	\$995.
Full page (7.5" X 10")	\$1,495.

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.



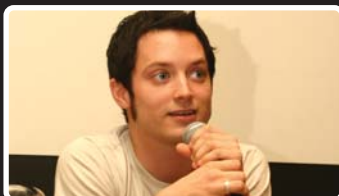
ON-SITE SECURITY

Security will be provided 24 hours a day, starting at 7 am on August 23 until 23:59 on August 26th.

Additional plain clothes security and uniformed police officers will also be onsite during show hours.

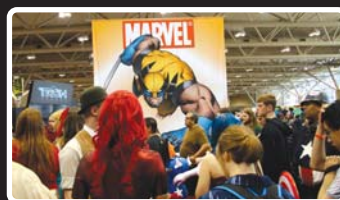
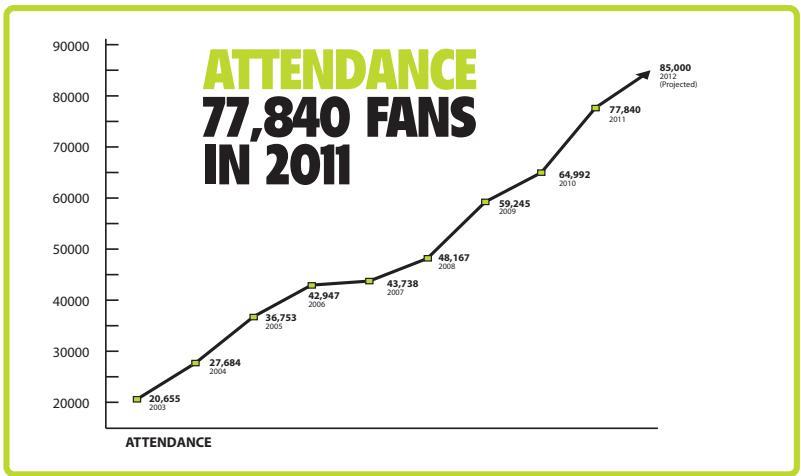
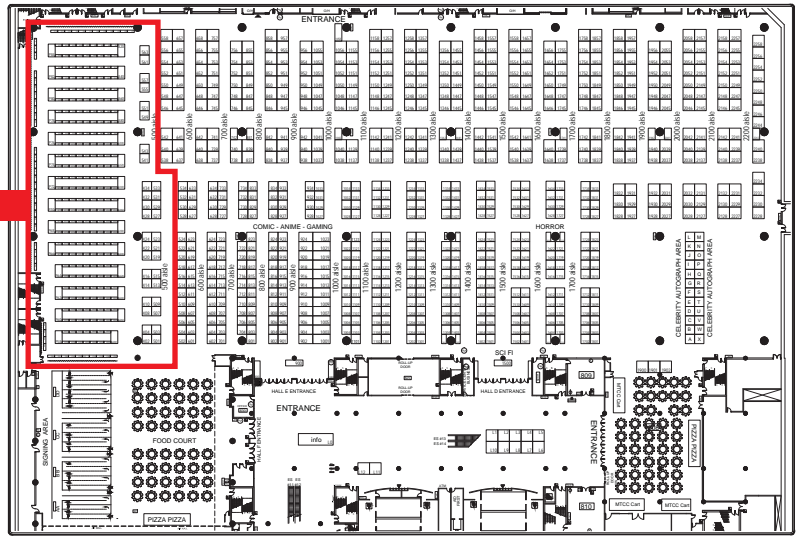
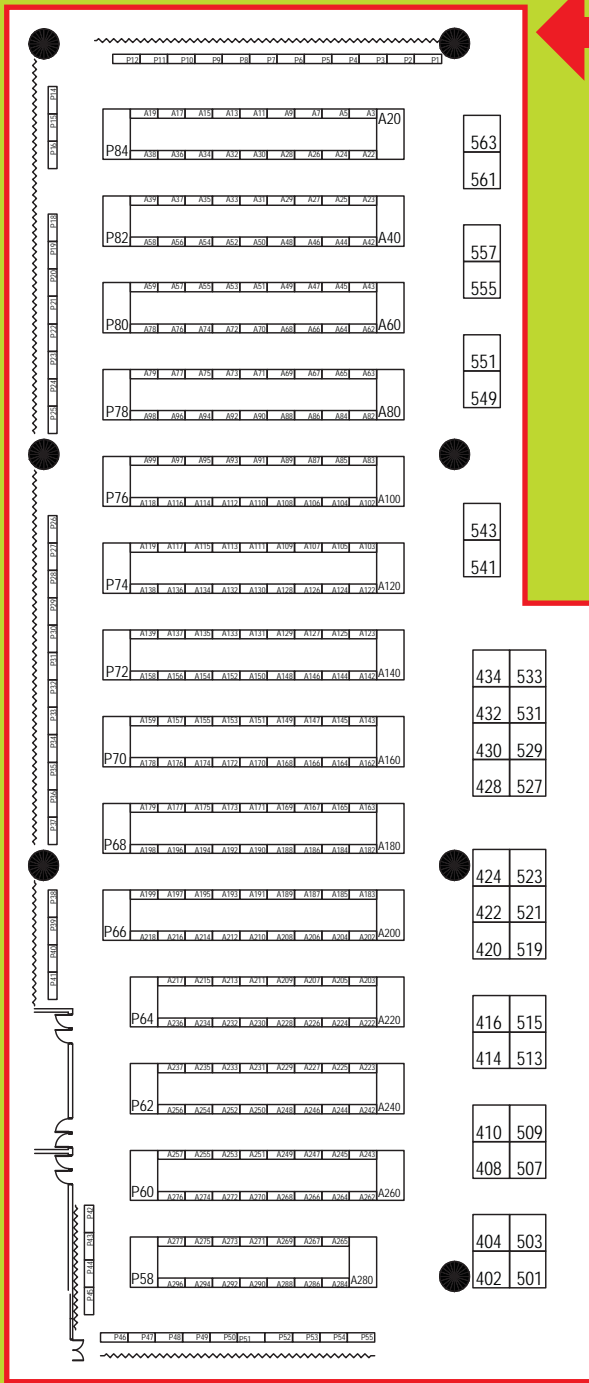
FOR MORE INFO OR TO RESERVE SPACE

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



FLOORPLAN Subject to change

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



SMALL PRESS/INDY 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.	_____	_____	_____

