

2012

TORONTO'S ULTIMATE

TRAVEL

SHOW

PRESENTED BY

TORONTO STAR

thestar.com



January 28-29, 2012

Metro Toronto Convention Centre, South Building

www.totravelshow.com

THE WORLD IS COMING BACK TO TORONTO IN 2012

In January 2012, Toronto's Ultimate Travel Show will take place, directly in the heart of Toronto, one of the most diverse cities in the world. Nearly all of the world's culture groups are represented in Toronto and more than 100 languages and dialects are spoken. Where could be a better place to showcase the world?

LOCATION

Metro Toronto Convention Centre, South Building, Hall E, Toronto

SHOW DATES & TIMES

Saturday January 28 _____ 10am to 6pm

Sunday January 29 _____ 10am to 5pm

MOVE IN

Friday January 27 _____ 9am to 7pm

MOVE OUT

Sunday January 29 _____ 5pm to 8pm

EXHIBIT SPACE RATES

10'x10' _____ **\$1,500**

10'x20' _____ **\$2,900**

10'x30' _____ **\$4,300**

20'x20' _____ **\$5,600**

Corner Premium _____ **\$75/per corner**

1/3 page ad in Show Guide _____ **\$200***

FURTHER SHOW GUIDE ADVERTISING RATES AVAILABLE UPON REQUEST

*Book by Canada Day (July 1st) and receive \$150 off + FREE 1/3 page ad in Show Guide

EXHIBIT SPACE INCLUSIONS & EXCLUSIONS

A curtained back wall and sidewalls. 8' height restriction. Exhibit space does not include hydro, display materials, tables, chairs or booth signs.

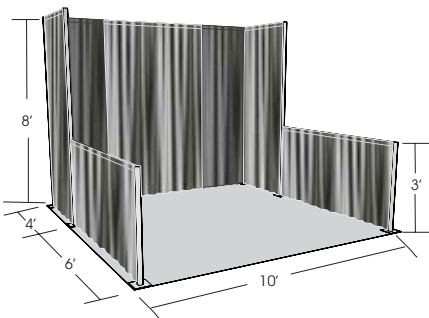


Exhibit space rates are not negotiable. Booth cleaning and material removal after the show is not included. Booth sharing is not permitted. Complete show services for exhibit design, installation, furnishing rentals, electrical and booth cleaning will be available through show contractors. Exhibitor manuals containing necessary forms and further exhibit information will be available online two months prior to the show.

CONTACT US

For more information or to book space call: 905-842-6591, toll free at 1-800-693-7986 or fax to 905-842-6843

Julie Wright, Show Manager

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Premier Publications & Shows

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ATTENDEE DEMOGRAPHICS

GENDER

Female 55%

Male 45%

NEW VISITORS

75% were newcomers to the show

AGES

19 to 30 – 22%

31 to 40 – 18%

41 to 50 – 21%

51 to 60 – 21%

61 plus – 15%

LENGTH OF TIME SPENT AT THE SHOW

69% stayed for 2 to 3 hours

17% stayed for 3 or more hours

ANNUAL HOUSEHOLD INCOME

17% - \$125,000 +

27% - \$75,000 - \$125,000

20% - \$50,000 - \$75,000

13% - \$25,000 - \$50,000

GEOGRAPHIC BREAKDOWN

38% from Toronto

33% from GTA

29% from outside the GTA

TARGETED TRAVEL CONSUMERS

56% take 2 to 3 vacations per year

19% take 3 or more vacations per year

18% spend \$5,000 - \$7,500 per year

30% spend \$2,500 - \$5,000 per year

26% spend \$1,000 - \$2,500 per year

13% spend \$7,500 or more per year

CONSUMER'S TOP REQUESTED DESTINATIONS TO BE AT THE SHOW

Australia, New Zealand

Greece, UK, France, Italy, Spain, Brazil

Columbia (San Andres),

Peru, Ecuador, Hawaii, Florida, Las Vegas,

Texas, New Orleans Thailand, Fiji, Tahiti, Japan,

Vietna, Iceland, Dubai, Israel,

Nova Scotia, Prince Edward Island

and British Columbia

RETURNING NEXT YEAR

87% plan to return in 2012



BRINGING MORE TRAVEL EXPERIENCES TO CONSUMERS

Toronto's Ultimate Travel Show has long been known for its entertaining and informative presentation of premier travel destinations, providers, hotels and resorts all under one roof. It will be the most powerful and effective way to reach qualified travel consumers in Toronto, the GTA and from across Ontario. In continuing the exciting and progressive changes that have already taken place, we have on-going plans to bring more "experiences" to our consumers in 2012 and will rely on our exhibitors to help us engage our attendees.

NEW IDEAS WE ARE WORKING ON INTRODUCING FOR 2012

- Onsite travel agents for booking travel
- An interactive family travel area
- A traveler's marketplace
- A casino experience
- An opening day promotion/call to action to increase attendance

COMPREHENSIVE MARKETING CAMPAIGN

The show is supported by an aggressive marketing initiative, under Metroland Media Group Ltd., wholly owned by Torstar Corporation as well a significant advertising campaign in other key media including print, radio, television and numerous electronic media initiatives.

BECOME A SPONSOR

Rather than offer a "cookie-cutter" set of sponsorship packages, our experienced management team will customize a unique opportunity for you that can include such added benefits as exposure in our print and radio campaigns, the show program, show bags, signage, tickets, online, dedicated contests, promotions and more. Please contact us for a custom proposal that will achieve your marketing goals and objectives and make our show a true experience for our visitors.

WHAT EXHIBITORS HAD TO SAY

"We were very pleased with the show and we can see changes taking place (for better!!) It's improving in every aspect and we can see you are doing a real effort on that direction. Congratulations for your hard work!"
—Nieves Ricardo, Cuba Tourist Board

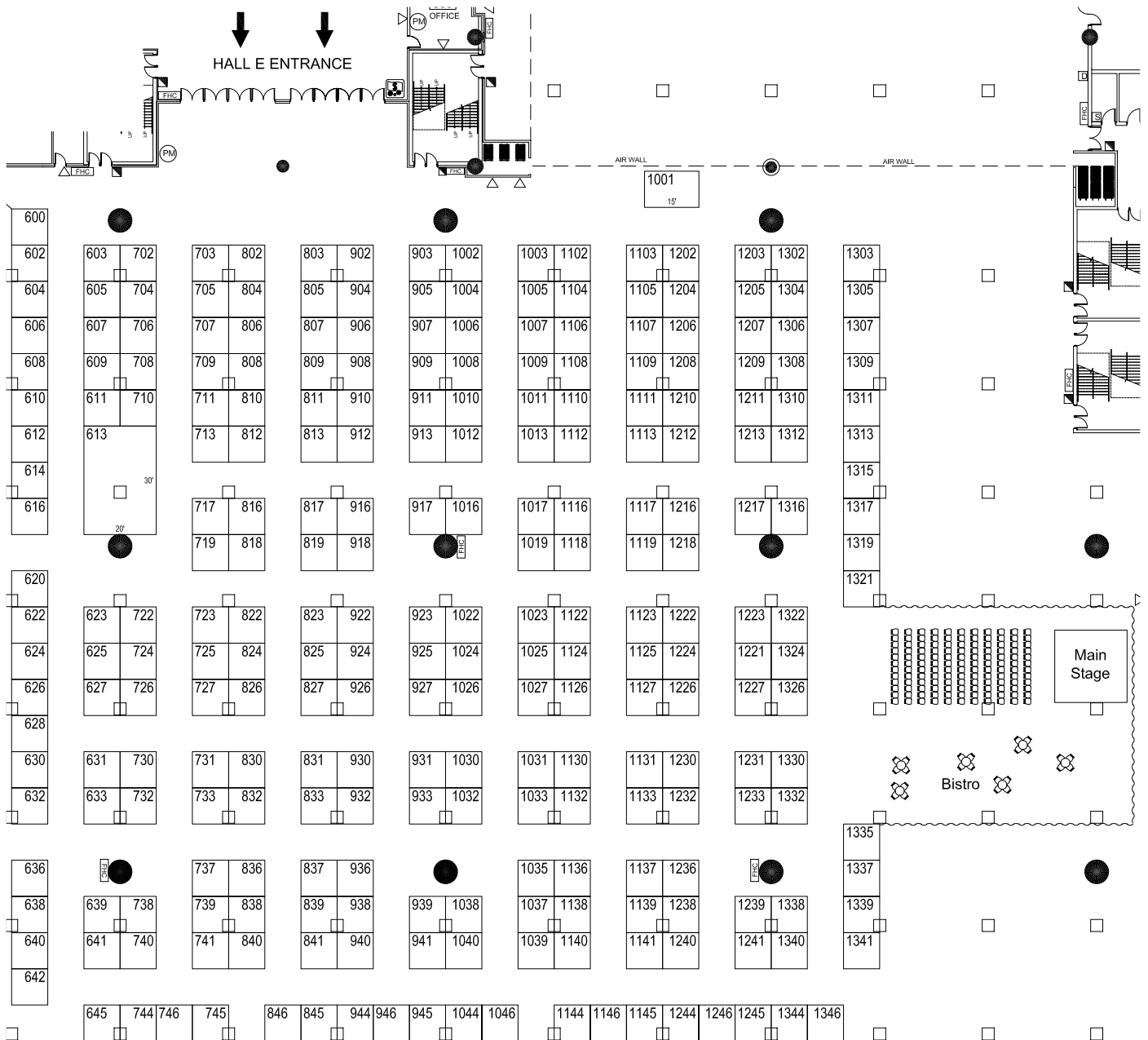
"I understand from my colleagues and industry exhibitors that (the Show) was a huge success this past weekend. I am thrilled to hear of your show's success and wish you all the best in the future development of the show."
—Glenn Spriggs, Ontario Travel Information Centres, OTMPC, an Agency of the Ministry of Tourism

"The Toronto Star's Ultimate Travel Show is the perfect consumer forum to showcase destination Jamaica, especially in January! We keep doing this show because it has proven to be a good return on investment, as it brings us face to face with serious travelers.... who want to escape winter and head to the warm Caribbean!"
—Dan Hamilton, Jamaica Tourist Board

"Great attendees and exhibitors this year - staff and organization amazing as always. Looking forward to next year!"
—Travis Snelling, TripAtlas.com

"The entire Ultimate Travel team showed an exceptional level of commitment to our being successful at this year's show. The service standard and personal attention to detail we received from Walter before, during and after the Ultimate Travel show did not go unnoticed. We loved the central Toronto location and the quality face-to-face exposure with visitors and the other high quality exhibitors. There was an authentic Caribbean energy, positive vibes and an upbeat atmosphere. We are excited to be part of the Caribbean travel and dive exhibit for next year's show!"
—The Cayman Islands Department of Tourism

**Metro Toronto Convention Centre
 South Building, Hall E
 222 Bremner Boulevard, Toronto**



SUBJECT TO CHANGE
 (INITIAL FLOOR PLAN ONLY)