

NEW! Active Living Tradeshow

Connecting consumers; their families, friends, caregivers, organizations and healthcare professionals to products, services and education for those interested in inclusion, mobility, sport, education, careers and healthy active living. There's something for #everyBody.

The 3rd annual Active Living Tradeshow merges together what was formerly the Access Expo with the Active Living Conference. The Access Expo first started in 2019 saw over 2000 attendees each year with upwards of 100 exhibitors. In its 24th year, the Active Living Conference has welcomed over 4,800 student and young professionals.

It's its new inaugural format the Active Living Tradshow is a FREE exhibition on November 4 and 5th. Which will host exhibitors at Variety Village as part of a 2-day conference welcoming the public, post-secondary students, educators, coaches, community organizations and families interested in increasing their awareness of inclusive and healthy active living opportunities for diverse abilities.

Registrants and attendees will enjoy panel presentations from practitioners, athletes, and inclusive activity sessions; in addition exhibitors will showcase the latest products and services. The tradeshow gives guests the opportunity to learn about adaptive sports, network and will host an a Career and Education Fair, featuring an innovation ally.

This is an essential expo for the community and your opportunity to showcase your products or services for independence and better quality of life. All ages and abilities are welcome to attend!

WHEN

2 DAY EVENT

Friday, November 4 | 9:00 am - 7:00 pm

Saturday, November 5 | 9:00 am - 2:00 pm

WHERE

Variety Village

3701 Danforth Avenue,

Scarborough Ontario M1N 2G2

Media promotion to Variety's extensive network!

Media promotion to individuals with disabilities, seniors, physiotherapists, healthcare and rehabilitation providers, colleges, universities, fitness and recreation centres, local and provincial media outlets, accessible media platforms, healthcare networks, hospitals, TTC/Wheel-trans, municipal and provincial governments, and GTA event platforms. Variety Village also has a membership base of over 6,000 people with over 12,000 newsletter subscribers.

Variety is a world recognized authority providing integrated sports, life skills and learning programs that impact lives and strengthen communities. To learn more about the facility visit www.varietylvillage.ca.



*FREE Admission, FREE Parking
+ Accessible Parking, FREE Wifi,
Service Animal Area, Close
Captioning, Accessible Venue*

■ TITLE SPONSOR • \$15,000

- Active Living Tradeshow presented by 'Your Company Name' on all event promotion
- 2 Page Spread Ad in Event Program (\$1,900 value)
- Website Banner (supplied graphic), on website homepage rotation (\$1000 value)
- Option to have a page on accessexpo.ca to talk about your company + product (supplied content)
- Exhibit Space - 4 x 10x10 (\$4,800 value)
- Primary Recognition Event Signage (\$1,000 value)
- Variety Monthly Newsletter Recognition, over 12,000 subscribers (\$1,200)
- Logo Recognition on all Press, Media and Marketing materials (25,000 impressions; \$1,750 value)
- Title Sponsor Logo on Delegate Bags + Material Insertion (\$800 value)
- Social Media Promotion, pre-event & post-event (\$400 Value)
- 6 complimentary Lunches (over the 2 day expo)
- Plus... employee volunteer and product give-away/prize opportunities

■ PLATINUM • \$7,500

- Exhibit Space - 2 x 10x10 (\$2,400 value)
- Full Page Ad in Event Program (\$950 value)
- Website Banner, static (\$500 value)
- Secondary Recognition on Event Signage (\$800 value)
- Logo Recognition on all Press, Media and Marketing materials (25,000 impressions; \$1,750 value)
- Company name listed on Delegate Bags + Material Insertion (\$500 value)
- Social Media Promotion, pre-event & post-event (\$400 Value)
- 4 complimentary Lunches (over the 2 day tradeshow)
- Plus... employee volunteer and product give-away/prize opportunities

■ PREMIER • \$3,000

- Exhibit Space - 10x10 (\$1,200 value)
- ½ Page Ad in Event Program (\$550 value)
- Recognition on Event Signage (\$750 value)
- Listing on all Press, Media and Marketing materials (25,000 impressions; \$875 value)
- Material Insertion in Delegate Bags (\$500 value)
- Social Media Promotion (\$400 Value)
- 2 complimentary Lunches (over the 2 day tradeshow)
- Plus... employee volunteer and product give-away/prize opportunities

■ PATRON • \$1,500

- ¼ Page Ad in Event Program (\$300 value)
- Listing on Event Signage (\$500 value)
- Social Media Promotion (\$400 Value)
- 2 complimentary Lunches (over the 2 day tradeshow)
- Plus... employee volunteer and product give-away/prize opportunities

Booth Rental Pricing

⚠ Variety reserves the right to make changes in layout and/or spacing to adhere to current COVID-19 guidelines as set out by the Ministry of Ontario.

BOOTH	SIZE	COST	DETAILS
Standard Booth	100 sq.ft.	\$1000	No power supply available.
Custom Booth	400 - 799 sq.ft.	\$8.00 per sq. ft	Inquire for power availability.
Bulk Booth	800+ sq.ft.	\$7.00 per sq. ft.	No power supply available.
Premium Booth	100 sq.ft.	\$1,200	Power Included.
Non - Profit	100 sq.ft	\$250	No Power Included.

Booth rental includes one 6 ft. table and two chairs.

Career & Education Fair

The Active Living Tradeshow will host a designated area for employers to meet prospective candidates and discuss the types of skills and experience required. The Career & Education Fair is an ideal opportunity to explore jobs, careers & post-secondary institutions including programs from universities and colleges. For more information on being a part of the Career or Education Fair please contact Jeff Yamaguchi at 416 508 2382, promedia@rogers.com.

SOME OF OUR PAST EXHIBITORS

49 Bespoke Inc.
 Accenture
 Accessible Home Finder
 Barrier Free-Fully Accessible Washroom Trailer
 Bell Mobility Inc.
 Brain Injury Society of Toronto
 Brighton Launch
 Canadian Council of the Blind
 Canadian Council on Rehabilitation and Work
 The Career Foundation
 CE Academy
 Centre for Independent Living Toronto
 Citizens with Disabilities (Ontario)
 CNE
 CNIB Foundation
 Coloplast Canada
 Community Outreach Canada
 Design Exchange
 Discover My Route

DR-HO'S
 Employment and Social Development Canada
 Euro-Peds Foundation
 Geneva Centre for Autism
 Enbridge Home Winterproofing
 Grow Legally
 Holland Bloorview
 Home Care Supplies
 HSBC Bank Canada
 Keroul
 March of Dimes
 Ministry for Seniors and Accessibility
 Motion Specialties
 MS Society of Canada
 MyCommunityHub
 Neil Squires Society's Makers Making Change
 The Nielsen Company
 NeuroChangers

OCAD University
 Ontario Cerebral Palsy Sports Association
 Ontario Chamber of Commerce
 Ontario Energy Board
 Ontario Federation for Cerebral Palsy
 Parasport Ontario
 Parks and Recreation Ontario

PREVIOUS SPONSORS

Universal Motion
 Permobil
 Bell
 Coloplast
 Pride Mobility
 Accenture
 University of Toronto
 Sunrise Medical

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Show Guide Advertising

Maximize your marketing and promotion at the Active Living Tradeshow in the event Show Guide. This digital publication will not only serve as an event program, but its content will serve as an excellent reference for products, services, activities and opportunities beyond the show itself.

With opportunities for display advertising the Show Guide will be distributed digitally and keep your products and services top of mind throughout 2022. A first-rate resource for the disability community.

DISTRIBUTION

- The Active Living Conference
- Variety Village Facility (Over 6,000 members)
- Variety Village Newsletter Subscribers (Over 12,000)
- Disability Conferences, Workshops, Seminars and Clinics
- Partner Organizations
- GTA Disability Organizations
- Ability Online Platform

Projected Digital: 50,000

- Digital edition welcomes video files and direct url links, for advertisers and editorial contributors.

Ad Rates

	Rate	W x H"
Back Cover	\$1,550	8.5 x 11
Inside Covers	\$1,350	8.5 x 11
Full Page	\$950	8.5 x 11
1/2 Horizontal	\$550	8.5 x 5.5
1/4	\$300	4.25 x 5.5

Ad Submissions: Preferred file format for ads is high-res PDF files. For full page ads, please include additional .125 inch around each edge for bleed. Email ad materials to Jeff at promedia@rogers.com.

Ad Close Date: October 1, 2022
Materials Due Date: October 14, 2022



Delegate Bags, added Promo with your Sponsorship!

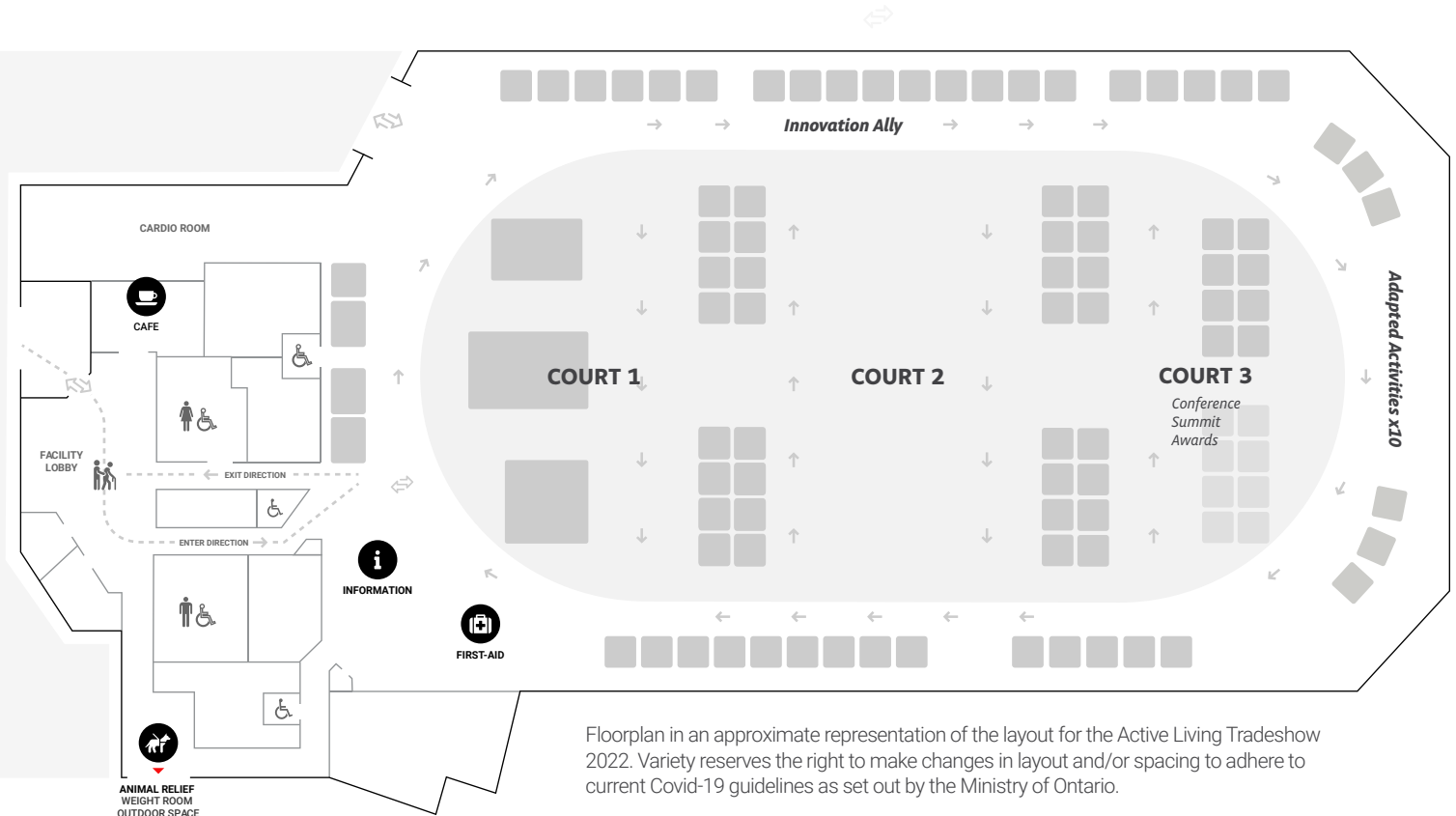
Conference gifts and corporate goodie bags account for more than \$20 billion worth of business worldwide. The Active Living Tradeshow event swag bag aims to maximize your sponsorship level with your branding, including your promotional materials.

Product may not be exactly as shown.

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Tradeshow Floor Plan

Variety Village is a fully accessible recreation centre in southwest Scarborough. Variety is the perfect venue to host Access Expo as it has plenty of FREE parking and is Wheel-trans and TTC accessible. The event is held in the 76,000 sq. ft. fieldhouse, allowing ample space for exhibitors and attendees as well as maneuvering various types of mobility devices.






Floorplan in an approximate representation of the layout for the Active Living Tradeshow 2022. Variety reserves the right to make changes in layout and/or spacing to adhere to current Covid-19 guidelines as set out by the Ministry of Ontario.

Free Reserved Parking for Exhibitors

A complimentary designated parking spot will be assigned to you when you register to be an exhibitor! Enjoy the convenience of a parking spot saved just for you, giving you more time to enjoy the Active Living Tradeshow and share the work of your organization.

Connect via Social Media

Connect with us on social media to stay up to date with relevant announcements and information related to the upcoming show!

   @ActiveLivingTradeshow #ActiveLivingTradeshow

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ActiveLiving Tradeshow

A 3-part Event!

3 great exhibits over 2 days

Check out life-enhancing exhibits, dynamic workshops, and fun events for all ages and stages! The Active Living Tradeshow presents a program of carefully selected free workshops to connect attendees with community experts. The go-to source for the Community of people with disabilities, their families, seniors, veterans and healthcare professionals. The tradeshow offers new technologies, new possibilities, new solutions and new opportunities to change your life!

Part 1 Tradeshow

- Dozens of exhibitors
- Try a variety of adaptive sports
- Industry Experts
- Speakers & Awards

Be sure to also check back for ongoing updates!

Part 3 Active Living Conference for Students

Post secondary students from across the province join us annually to increase their awareness of adapted and inclusive sport/recreation programming initiatives to get active! Guest speakers, interactive activities, and opportunities to visit the trade show exhibits compliment learning and priorities to promote participation for people with varied abilities, needs and interests.

Part 2 Summit 'Participation'

We are excited to invite community leaders and practitioners to participate in a one-day summit with speaker presentations, panel discussions, team building and networking.

Free, registration is required.

+ NEW! Innovation Alley

Explore presentations from post-secondary students showcasing innovative ideas in adapted equipment and initiatives to engage people with disabilities in sport, recreation, and healthy active living options. All submissions focus on accessibility – audible, visual, sensory components to create a space for everybody to play, participate or compete at school or in the community.

Open to all attendees!

The tradeshow at a glance!

FRIDAY 9:00 am - 7:00 pm

- Opening Ceremonies & Awards
- Fireside Chat 'Participation'
- Exhibitors
- Innovation Alley
- Student Conference
- Career & Education Fair

SATURDAY 9:00 am - 7:00 pm

- Exhibitors
- Innovation Alley
- 'Participation' Summit

Full schedule coming soon!

