



Presented by **Bell**

There's something for #Everybody!

■ THE ACCESS EXPO

The 2nd annual Access Expo is a FREE 2 day event on September 17 and 18 and will host exhibitors at Variety Ontario/Variety Village. This is an essential expo for the disability community and your opportunity to showcase your products or services for independence and better quality of life.

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 outlets, 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 7,000 newsletter subscribers.

In addition to the latest products and services, there will be a Career and Education Fair, featuring a variety of adaptive sports and recreation activities to try, networking opportunities, including a barbeque, beer tent and gathering space. All ages and abilities are welcome.

■ WHEN

2 DAY EVENT

Friday, September 17, 2021 from 8:00 am - 7:00 pm

Saturday, September 18, 2021 from 8:00 am - 2:00 pm

■ WHERE

Variety Ontario/Variety Village

3701 Danforth Avenue,

Scarborough Ontario M1N2 G2

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 FREE Wifi,
Service Animal Area, Accessible Venue**

Connect via **Social Media!**

Connect with us on social media to see what happened at last year's Expo and stay up to date with relevant information related to the upcoming show!

   @theAccessExpo #AccessExpo



Sponsorship

TITLE SPONSOR • \$15,000 | SOLD

- “Access Expo 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 (\$5,600 value)
- Primary Recognition Event Signage (\$1,000 value)
- Variety Monthly Newsletter Recognition, over 7,000 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) and 6 Beer Tickets
- Plus... employee volunteer and product give-away/prize opportunities

PLATINUM • \$7,500

- Exhibit Space - 2 x 10x10 (\$2,800 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 expo) and 4 Beer Tickets
- Plus... employee volunteer and product give-away/prize opportunities

PREMIER • \$4,000

- Exhibit Space - 10x10 (\$1,400 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 expo) and 2 Beer Tickets
- 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 expo) and 2 Beer Tickets
- Plus... employee volunteer and product give-away/prize opportunities



Exhibitor Booths

Booth Rental Pricing

⚠ Covid-19 protocols & safety measures in effect. 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.	\$1,200	No power supply available.
Custom Booth	400 - 799 sq.ft.	\$9.00 per sq. ft	Inquire for power availability.
Bulk Booth	800+ sq.ft.	\$8.00 per sq. ft.	No power supply available.
Premium Booth	100 sq.ft.	\$1,400	Power Included.
Non - Profit	100 sq.ft	\$350	No Power Included.

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

Career & Education Fair

The Access Expo 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

SPONSORSHIP & RESERVATION Jeff Yamaguchi • 416 508 2382 • promedia@rogers.com



Show Guide

Show Guide Advertising

Maximize your marketing and promotion at the Access Expo in the event Show Guide. This 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 both in print and digitally and keep your products and services top of mind throughout 2021... a first-rate resource for the disability community.

DISTRIBUTION

Print: 5,000 copies

- The Access Expo
- Variety Village Facility
- Variety Village Newsletter Subscribers (Over 8,000)
- Disability Conferences, Workshops, Seminars and Clinics
- Partner Organizations
- GTA Disability Organizations

Projected Digital: 50,000

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

Ad Rates

	Rate	W x H (inches)
Outside 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: June 15, 2021

Materials Due Date: July 3, 2021



Delegate Bags, added Promo with your Sponsorship!

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

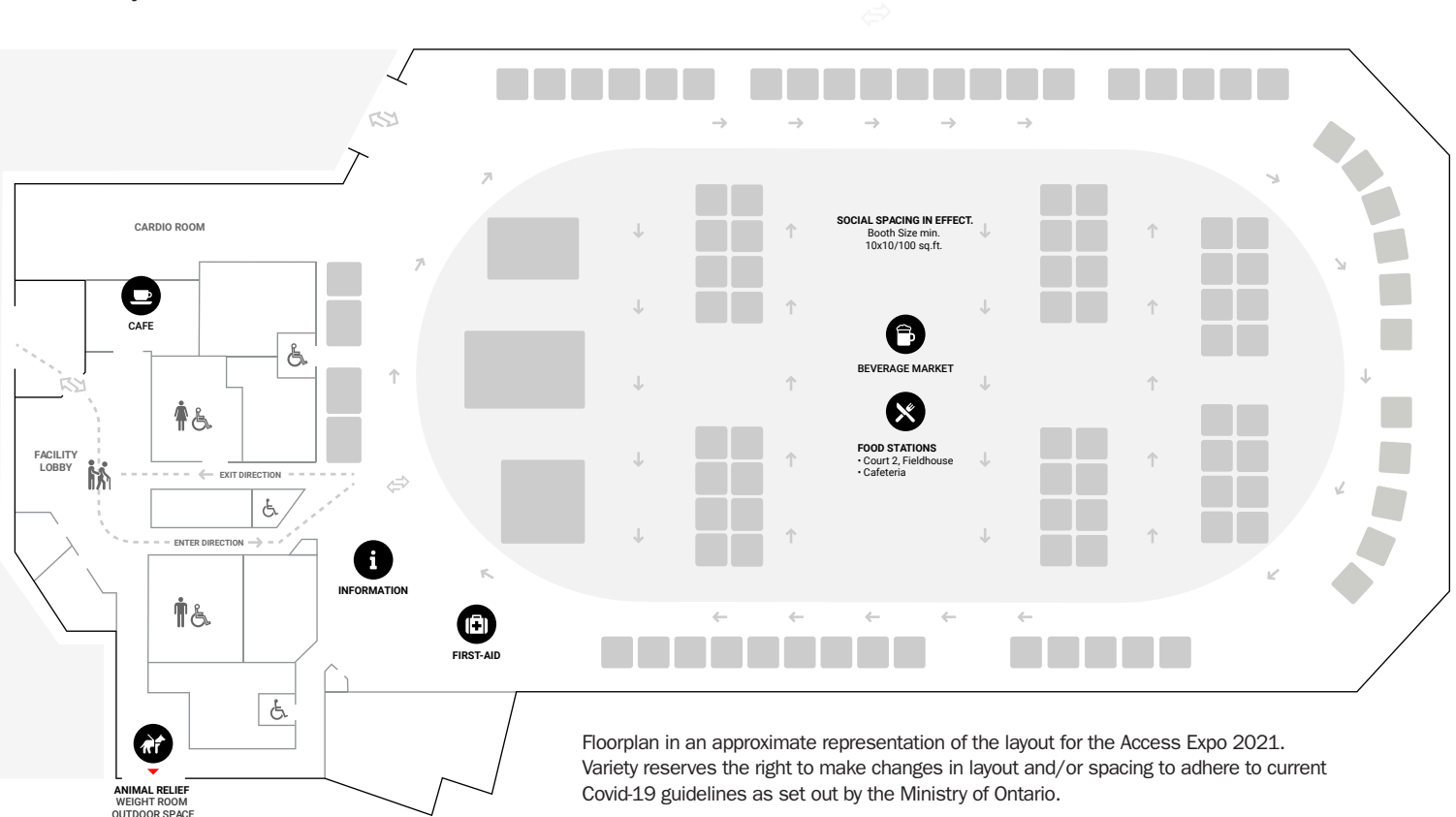
Product may not be exactly as shown.

SPONSORSHIP & RESERVATION Jeff Yamaguchi • 416 508 2382 • promedia@rogers.com



Access Expo Floor Plan

Variety Ontario 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 Access Expo 2021. 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.

Making you feel safe at the Access Expo

The exhibition may look a little different this year as we adhere to the latest guidance with regards to Covid-19. Health and safety precautions will be in place, guided by the Provincial Government, Ministry of Health and City of Toronto. Our priority is the health and safety of our visitors, exhibitors and all attendees.

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 Access Expo and share the work of your organization.

SPONSORSHIP & RESERVATION Jeff Yamaguchi • 416 508 2382 • promedia@rogers.com