



Wi Canadian

Pageant | Exhibitors | Dance Competition | Magazine | Business Directory

Tel: 416-409-9783 | wicanadian.com

Wi CANADIAN EXHIBITORS | KIT

Health & Beauty | Bridal | Arts & Entertainment

Demographic: West Indian Canadian general public and entrepreneurs attend for the stage entertainment factor which includes the annual **Miss West Indian Canadian Pageant** and **Little Miss** West Indian Canadians. West Indian Canadian couples (engaged) and their entire wedding party; mothers, fathers, uncles, aunts, grandmothers, grandfathers, siblings, cousins, and friends. **Ages:** 19-31, 32-45, 46-58 **Average Attendance Since 2007:** 1328+

Canadians of Caribbean origin makes up one of the largest non-European ethnic-origin groupings in Canada. In 2001, over a half million people of Caribbean origin lived in Canada, needless to say it has grown considerably since then.

The vast majority of Canadians of Caribbean origin live in either Toronto or Montreal. In 2001, almost 60% of all those who reported Caribbean origins lived in Toronto, while close to 20% made Montreal their home. That year, just over 280,000 people of Caribbean origin lived in Toronto. In 2009, that number is estimated to have increased over 450,000 people of Caribbean origin living in Toronto. Source – **Stats Can**



Wi Canadian Expo was established since 2007 to create an avenue which allows us to come together in the industries of bridal, health & beauty, and arts & entertainment. The expo displays a culturally rich event uniting exhibitors from a diverse market catering to the West Indian Caribbean community.

Wi Canadian Expo maintains and enhances the quality of trade shows for the benefit of exhibitors and the public, to encourage greater responsibility to the community, to increase communications and integrity with exhibitors and fellow producers. To connect, develop resources, and gain inspiration in an environment of mutual support. The expo will maintain an intimate and exclusive to no more than 3 exhibitors per category every year.

This all day affair includes entertainment for everyone including the grand opening choreographed dance by the **Miss West Indian Canadian** delegates, their talent, evening gown, speech, crowning presentation accompanied by **Little Miss** West Indian Canadians, **Wi Can Dance Competition**, **fashion shows**, free samples, raffles, and much more!



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>> EXHIBITOR SERVICES & BENEFITS

1. **Booth Space** will be reserved on a first come first serve basis for exhibitors upon:
 - a. receipt of online Exhibitor Registration Form on wicanadian.com (*Conditions of Contract* below applies),
 - b. receipt of full balance.

2. EXPO SERVICES

- 8ft. x 8ft. space comes with piping, white back draping, 1 table (6ft x 2.5ft) with 2 chairs.
- 16ft. x 8ft. space comes with piping, white back draping, 2 tables (6ft x 2.5ft) with 4 chairs.
- FREE Business Listing on WiCarbiz.com for 1 year.
- Maximum of 2 staff entry during setup time (MUST USE BACK / SIDE ENTRANCE).

Setup Time:

8:30 am – 11:30am

Setup Location:

Side / Back Entrance

Closing Time:

6:30 pm

Single Space (8' x 8'):

\$300

Add \$50 for a corner booth space.

Double Space (16' x 8'):

\$500 **(SAVE \$100)**

Corner booth space.

Power Supply:

\$50.00

Less than 800 Watt Only

Exhibitor to provide their own extension cord and power bar.
LED lights or household appliances only!
No sound equipment or loud noises at booth spaces.





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3. **Wi CANADIAN MAGAZINE SOUVENIR EXHIBITOR DISCOUNT**

Include your full page AD in Wi Canadian Magazine Souvenir for only \$200.

MAGAZINE SPECS

- AD size is 8.5" W x 11" H
- Available at West Indian summer picnics, restaurants, retail outlets, and salons as reading material reaching an approximate 50,000+ readers.
- Available on WiCanadian.com, and Social Media reaching 100,000+ readers.
- Previous Wi Canadian Magazine Souvenirs Online: <http://www.wicanadian.com/wican/magazine>

4. **TESTIMONIALS**

"You had great weather and a good crowd...you need a bigger room. You are an inspiration to our youths and your contribution to the West Indian Canadian community is commendable and appreciated. Toronto is rapidly transforming into a highly recognized multi-cultural city throughout the world and you are providing a dynamic opportunity for all involved in this event. You did an amazing job in organizing and executing this event and you should be proud of your accomplishments. It was a success!"

"Unfortunately, I couldn't take any shots of the pageant. I had a lot of people coming to my booth and I didn't want to leave. I didn't expect to meet a lot of familiar faces. I was also busy gathering all the contacts that I acquired. Never expected to be that busy."

"Congratulations for a superb job well done!!! My family and I enjoyed the show very much, laughter, smiles, food, meeting some of the vendors with displays & best of all the Pageant. It was quite a thrill for me, as I am always very excited for these types of events. It's a lot of hard work, flexibility, determination, and discipline. I was hoarse for days from the screams from me and my family. The audience was totally wrapped around the contestants, and it was hair raising towards the end. All the contestants did extremely superb, their talents shone in many ways. They all deserve to be rewarded."

"What a spectacular event it was!!! WOW!!! Great job planning it. We had lots of people come to our booth and saw a lot of familiar faces too. Keep it up and hope to be part of it every year!!!"





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What the Wi Canadian Expo Can Do For Your Business:

- Position your business where it needs to be - in front of the general West Indian Canadian public and engaged couples.
- Give you a solid return on investment.
- 1 booking made during the expo can instantly recuperate the exhibitor fee, making additional bookings profitable.
- Secure bookings by distributing your business packages (pamphlets about your business) and engage your potential customers.
- Sign-up prospects using registration forms by offering a ballot for a special prize (**Gift Basket, Your Very Own Specialty Products/Services etc**).
- Create a unique business-to-business networking opportunity with other exhibitors, which can help you to establish new and beneficial alliances to help grow your business.

We're living in a technology-ruled world of advertising and promotion. The expo will receive maximum exposure through all mediums of the internet including email blasts, promotional emails from advertisers, and traditional advertising including radio, and television.

Pre-Expo Promotion For Your Business

While Wi Canadian Expo management is responsible for bringing in the people, you can help make sure they come to your booth for that added impression! Connect with your target audience before the show, to increase your chance of being on their "must see" list. ***Associate your brand with our brand.***

Here are some effective ways to build traffic to your booth by pre-expo promotion.

- Invite all your Facebook/Twitter friends and followers to a special demonstration or giveaway at your booth.
- Put the Wi Canadian Expo flyer on your web site with an invitation to attend your booth.
- Put a message on your voice-mail to attend and visit your booth.
- Make sure your sales staff is talking about Wi Canadian Exhibition.
- Post the Wi Canadian Expo posters or flyers in your store.

While the sense of sight and touch is typically used, we encourage you to also use the sense of taste. Give tasty samples/treats of your products so attendees NEVER forget your brand. Even if your product/service is not in the food/beverage category, don't let that stop you - be creative.

There's no better way to raise awareness for your product or service. Use our expert and inside knowledge of this intricate community to help boost your profile and business. Advertising sets you apart from the competition and allows you to reach a large and affluent target audience.





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CONDITIONS OF CONTRACT

1. The Exhibitor agrees to confine his/her presentation to within the contracted space only and within the maximum height set by the expo rules and regulations and to maintain a staff in his/her booth space during expo hours.
2. The expo purchases event liability insurance for the public and not exhibitors and/or participants.
3. The Exhibitor may choose to purchase his/her own event liability insurance.
4. Management reserves the right to alter or change the space assigned to the Exhibitor at anytime.
5. Management reserves the right at anytime to alter or remove exhibits or any part thereof, including printed materials, products, signs, lights or sound, and to expel exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other expo participants and or attendees.
6. Management agrees to provide the Exhibitor with a draped backdrop, side railings, 1 table, table cloth, and 2 chairs.
7. Management agrees to provide Internet access and power supply at an extra charge 3 days prior to expo date.
8. Space contracted by the Exhibitor may not be sublet without the prior written permission of Management. The Exhibitor may not distribute literature or promotional material from a third party without the prior written consent of Management.
9. The Exhibitor agrees to abide by all regulations and rules adopted by Management in the best interest of the expo, and agrees that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.
10. The Exhibitor will be liable for and will indemnify and hold harmless Management from any loss or damages whatsoever suffered by Management as a result of any loss or damages whatsoever occurring to or suffering by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors, Management, the owner of the building and their respective agents, servants, and employees and members of the public attending the expo, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with the Exhibitor's occupancy of said space.
11. The Exhibitor may use the Wi Canadian Expo logo to promote only his/her participation at the show. It cannot be used in any way that perceives as an endorsement by the Wi Canadian Expo of the Exhibitor's company, product and or service.
12. Goods must not be shipped to the expo for shipping charges to be paid on arrival as these will not be accepted by Management. Management assumes no responsibility for loss or damages to goods before or during the period of the Show, or after its closing. All goods shipped to the expo must be clearly marked with the name of the Exhibitor and the number of his/her space.
13. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the expo but must remain intact until after the closing hour of the last day of the Show. The Exhibitor also agrees to remove his/her exhibit, equipment, and appurtenances from the expo building by the final move-out time, or in the event of failure to do so, the Exhibitor agrees to pay for such additional cost as may be incurred.
14. Management reserves the right at its sole discretion to change the date or dates upon which the expo is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of this Agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of Management whether similar to or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of Management. A refund of all monies paid by the Exhibitor to Management will be made by Management in the event that the Show is not held proposed by Management.
15. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide the expo rules and regulations, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments made by him/her and any further occupancy of such space.
16. The Exhibitor agrees to observe all union contracts and labour relations in force, and agreements between Management, official contractors servicing companies and the building in which the expo will take place and do so according to the labour laws of the jurisdiction in which the building is located.

CANCELLATION POLICY

This contract may be cancelled by way of notice via email to admin@wicanadian.com.

Cancellation is subject to an administration fee of \$75.00, prior to 30 days of the expo. Any cancellations received within 30 days of the expo, the Exhibitor forfeits half their deposit and a \$75.00 administration fee. The forfeited amount is not a penalty.

By canceling the contract, the Exhibitor forfeits all rights or claims to the allocated space and Management is free to re-rent it to another exhibitor and collect the cancellation charge as liquidation damages.

We agree to abide by all rules and regulations adopted by Show Management (Wi Canadian) and have read the Conditions of Contract as shown above.

The person signing this Agreement warrants that they have authority to enter into this contract of agreement and that if such authority is later denied then the person signing will be held personally responsible for all money owing.