

Orangeville Small BUSINESS Expo 2010

www.thesbexpo.com

For the second year in a row, *The Small Business Place* is going to invade the Orangeville Mall for our Small Business Expo. This is a showcase of local small and home-based businesses as part of our Shop Local... Shop Dufferin campaign. We believe that consumers in this community need to be encouraged to shop at local businesses and this show is a chance to promote the local companies as well as the permanent retailers in the Orangeville Mall.

With permission from the Mall management, we are including all the Mall retailers in our advertising and promotions for this show. Listed below is an overview of all the advertising available for the retailers to participate in. We also greatly encourage all retailers to run their own sales or specials during that weekend to increase traffic flow to the mall. We would love to include your promotion on our show website to help promote your retail business during the show. Please contact the show manager, Danielle DuBois of The Small Business Place, for more information on advertising and participation in the show at 519-278-0312 or info@thesbexpo.com. Our print media deadlines are listed with each section below.

Retailer Advertising / Promotional Information

All exhibitors and participating mall retailers will be included in the show directory (a professional, glossy book) that will be distributed to all attendees and exhibitors. **Mall retailers MUST contact show management to be included in this directory**, they will not automatically appear in the guide by default of having a space in the mall.

Any retailers who wish to run sales or promotions on that weekend can notify show management to have their special included on the show website at no cost to the retailer. Other advertising and sponsorship opportunities are listed below and available on a first come- first served basis:

- Show Directory: This will be a full colour, glossy book distributed in all the "Goodie" bags, to all vendors and visitors to the

show. We can create the ad for you for an additional cost of \$15.

Full Page 8 x 5.5 -	\$200
Half Page 4 x 5.5 -	\$100
Quarter Page 4 x 2.25 -	\$50
Outside Back Cover	
Full Page 8 x 5.5 -	\$250
Inside Back Cover	
Full Page 8 x 5.5 -	\$225

PRESS DEADLINE FOR DIRECTORY ADS IS FRIDAY APRIL 23RD

- SNAP Dufferin Display Ad: Contact Tammy Schneider at 519-993-8041 for details and pricing. Very limited space is available in the April and May edition of SNAP.

- Show "Goodie" Bag: Bags given out to attendees to the show with a maximum of 500 distributed plus vendors.

Bag Sponsor (includes logo on one side of bag) \$750 or provide show with 500 – 600 shopping bags. Bags will be branded by the sponsor completely. Businesses that currently have corporate branded shopping bags might consider this sponsorship as it is the most valuable advertising available for the show and a lower cost as bags are already created and easy to order...

Insert coupons / marketing materials in bag \$20

DEALINE FOR BAGS OR INSERTS IS FRIDAY APRIL 30th

If you have any questions or special requests, please contact the Show Manager Danielle DuBois - The Small Business Place - at 519-278-0312 info@thesbexpo.com.