



our
rugrats
EXPO

April 28 & 29, 2018
10:00am to 4:00pm
Trio Sportsplex
601 Cityview Blvd. Vaughan ON

THANKS TO OUR PAST SPONSORS!

These great businesses recognized the value of hyper-local marketing!

Sales Department – 905-660-3330 x101 • info@ourbrands.ca • www.ourgrats.ca



CONTENTS

Table of Contents	3
The Expo	4
Time	4
Location.....	4
Floor Plan.....	5
Exhibitor Pricing & Specifications.....	6
Event Sponsorship Packages.....	7
Event Promotion	8
Media Roll Out	9
Survey Overview	10
2016 Demographic Information.....	11



NOW IN IT'S 4TH YEAR! ABOUT THE SHOW

Our Rugrats is Vaughan's premier family friendly event geared towards children of all ages. From engaging children in our creative play areas to providing parents with an opportunity to purchase the newest most innovative products for children – our expo will have it all. Our Rugrats is an opportunity for quality family time and fun. Parents and children will learn about new products, child safety and services geared toward kids. Attendees will be able to enjoy over 60,000 sq. feet of , interactive exhibits, fun zones, stage performances and shows, engagement with over 100 local businesses offering products & services for children and much more!



TIME

Saturday & Sunday, April 28 & 29, 2018

10:00am to 4:00pm

LOCATION

Trio Sportsplex

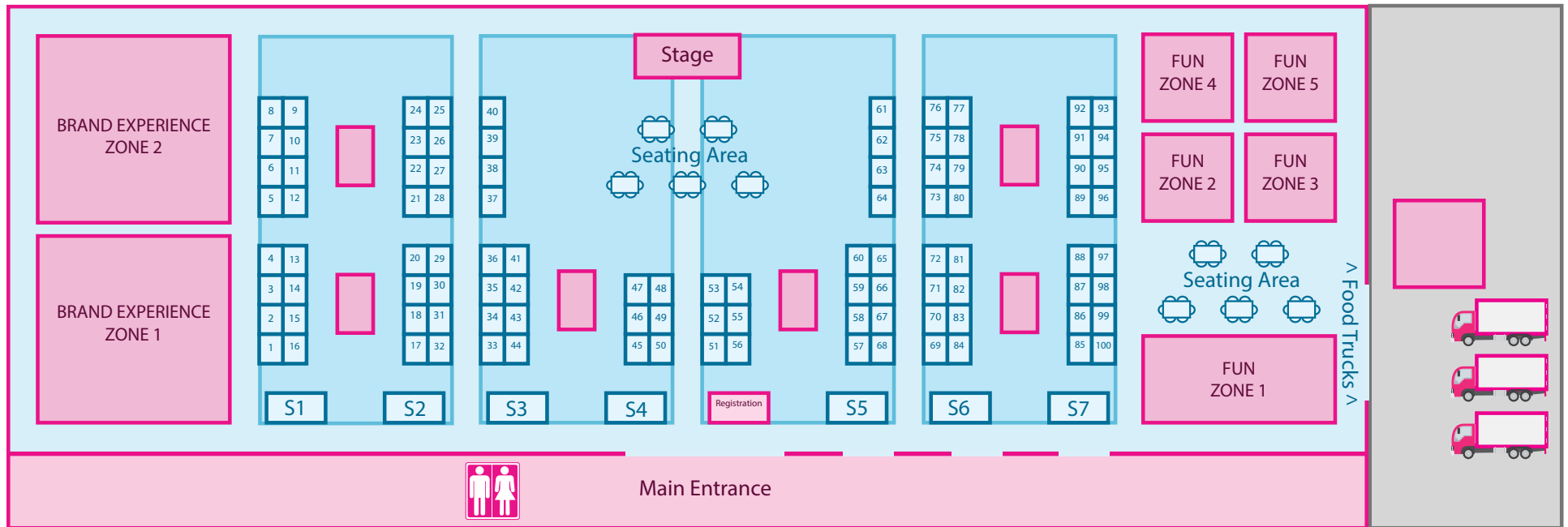
601 Cityview Blvd. Vaughan ON



FLOOR PLAN

SAT & SUN APRIL 28 & 29, 2018

Sales Department – 905-660-3330 x101 • info@ourbrands.ca • www.ourgrats.ca



Floor Plan Key

Booths 1-100 : General Exhibitor 8 x 10

Booths S1-S7 : Sponsor 10 x 10

EXHIBITOR PRICING & SPECIFICATIONS

Exhibitors can register by filling out the online form at www.ourrugrats.ca

Sales Department – 905-660-3330 x101 • info@ourbrands.ca • www.ourrugrats.ca

General Exhibitor \$599

- 8 x 8 Booth Space
- 6ft Table
- 2 Chairs
- Pipe and Draping
- Name in Online Directory

Upgrades:	Add
Corners Booth	\$99
Power	\$49
Item in Swag Bag	\$49

Swag Item Insert Only \$99 per day

- Promo Items in Swag Bags
400 Pieces per day

Community Sponsor \$1500

- 1/2 in Event Program
- Social Media Promotion
(Facebook, Twitter, Instagram)
- Promo Items in Swag Bags
- Logo on Flyers & Event Signage
- Logo on E-Mail Promotions
- Logo Listed in Online Directory

Fun Sponsor \$1000

- Up to 1000sq.ft. of Fun Zone
- Premium 8 x 10 Booth Location
- Logo on Flyers & Event Signage
- Logo on E-Mail Promotions
- Logo Listed in Online Directory

Gold Sponsor \$2500

- 1/2 in Event Program
- Social Media Promotion
(Facebook, Twitter, Instagram)
- 6ft Table
- 2 Chairs
- Pipe and Draping
- Logo Listed in Online Directory
- Promo Items in Swag Bags
400 Pieces
- 10 x 20 Booth Space
- Premium Location at Event
- Only Six Spaces Available
- Electricity in Booth
(Basic 5AMP/100V outlet)

EVENT SPONSORSHIP PACKAGES

Contact our sales department directly for sponsorship inquiries at (905) 660-3330 x100

John Amendola – (905) 660-3330 x100 • info@ourbrands.ca • www.ourgrats.ca

Stage Sponsor \$3500

- Logo in Online Directory
- Logo on Flyers & Event Signage
- Logo on E-Mail Promotions
- Social Media Promotion
(Facebook, Twitter, Instagram)
- Promo Items in Swag Bags
800 Pieces
- snapd media advertising
\$750
- Premium Location at Event
- Electricity in Booth
(Basic 5AMP/100V outlet)

Brand Experience \$5000

- Giant Fun Zone Space
- Logo in Online Directory
- Logo on Event Signage
- Logo on E-Mail Promotions
- Social Media Promotion
(Facebook, Twitter, Instagram)
- Promo Items in Swag Bags
800 Pieces
- snapd media advertising
\$750
- Premium Location at Event
- Electricity in Booth
(Basic 5AMP/100V outlet)

Presenting Sponsor \$7500

- Full in Event Program
- 10 x 20 Booth Space
- Logo in Online Directory
- Logo on Event Signage
- Logo on E-Mail Promotions
- Social Media Promotion
(Facebook, Twitter, Instagram)
- Promo Items in Swag Bags
800 Pieces
- snapd media advertising
\$1500
- Premium Location at Event
- Electricity in Booth
(Basic 5AMP/100V outlet)

SURVEY OVERVIEW

Our Brands Media surveyed the attendees of the 2015, 2016, and 2017 Our Rugrats to better understand the value that our consumers bring to local small businesses that invest into hyper local direct to consumer marketing. We found that our attendees are the primary influencer in financial decisions that overwhelmingly base their spending choices for themselves and their families on health and wellness marketing.



DEMOGRAPHIC INFORMATION

Find out who our attendees are and why you need to reach out to them.

Sales Department – 905-660-3330 x101 • info@ourbrands.ca • www.ourrugrats.ca

Who are our attendees?

75% of our attendees are women.

Over 55% of our attendees are between 35 and 45 years old.

55% of our attendees are between 35 and 45 years old.

70% of our attendees are interested in new products.

What is their financial status?

55% of attendees have more than \$100,000 reported yearly family income.

65% of our attendees spend \$500 a month on childcare and education services.

80% spend more than \$250 a month on recreational activities for their children.

How is their decision influenced?

Over 40% of our attendees only go to one expo a year. 77% of our attendees go to two or fewer.

100% of attendees said it was important to communicate directly about product and services.

There is no better way to reach these future clients than through at the Our Rugrats.

Our Attendees Top 4 Interests

Family Health

Education

New Products

Kids Activities

Follow Us & Stay Connected!



@ourbrandsmedia

www.ourbrands.ca • info@ourbrands.ca

The logo for ourbrandsmedia, featuring the word "ourbrandsmedia" in a lowercase, sans-serif font. The letter "o" is stylized with a multi-colored circular border.

Sales Department – 905-660-3330 x101 • info@ourbrands.ca • www.ourrigrats.ca