



# DesignCity 2012

Canada's Expo for Graphic Designers

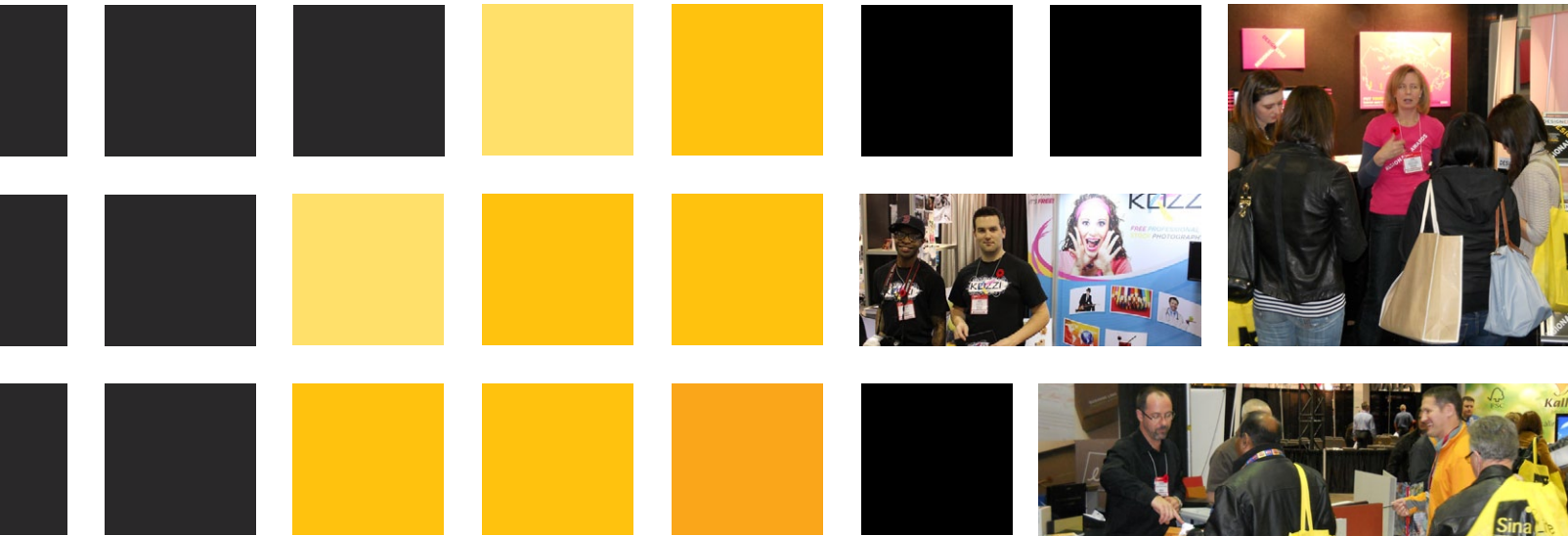
**November 17-19**

Direct Energy Centre, Toronto ON

A "show within a show" at Print World 2012

**[www.DesignCityShow.com](http://www.DesignCityShow.com)**

Exhibitor Prospectus



# Meet 1,000+ graphic designers

Come face to face with over 1,000 professional graphic designers at the largest annual industry event.

Design City 2012 is the premier marketplace for companies that sell, distribute or promote products, services or solutions for Canadian professionals in the graphic design industry. Now in its seventh year, Design City has proven to be a successful meeting place for buyers and sellers. Be a part of the experience.

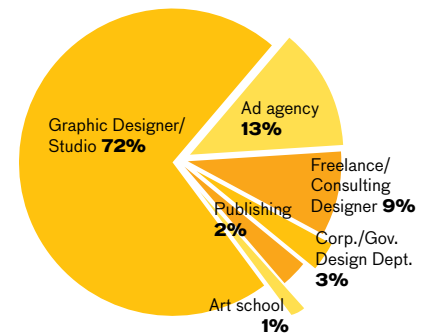
You'll meet over 1,000 professional graphic designers at the show who want to see, sample, test and ultimately *purchase* your products and services. With over two dozen exhibiting companies, Design City is the perfect one-stop shopping venue for their purchasing decisions. Don't miss this great opportunity to showcase your product and receive live feedback from your best customers and prospects.

Design City is a "show within a show" at Print World, the largest graphic arts trade show in Canada in 2012, which attracts a further 8,000 attendees, all of whom have access to your booth.



## Who Attends

Attendance by business type at Design City 2010:

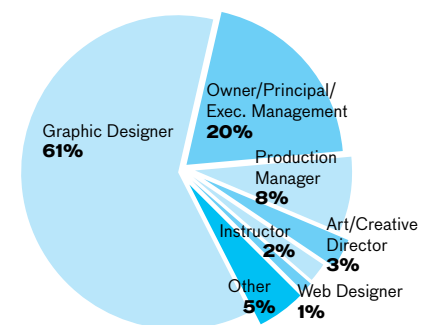


Total professional designers = 1,017

## Here is just a sampling of the firms sending their designers to Design City:

- |                                      |                           |                              |                                |
|--------------------------------------|---------------------------|------------------------------|--------------------------------|
| Aramark Canada Ltd.                  | Entro Communications      | National Defence             | The UPS Store                  |
| Bombardier                           | Environment Canada        | Ontario Provincial Police    | Ubisoft                        |
| Canadian Museum of Civilization      | Fitzhenry & Whiteside     | Oxford University Press      | Toronto General Hospital       |
| Capital C                            | Gouvernement du Québec    | President's Choice Financial | TTC Toronto Transit Commission |
| Centre for Addiction & Mental Health | Grip Ltd.                 | Royal LePage                 | WATT International             |
| City of Hamilton                     | Industry Canada           | St. Joseph Media             | Yellow Pages Group             |
| City of Toronto                      | JWT                       | TD Asset Management          | York University                |
| Deloitte                             | Louis Fishauf Design Ltd. | The Canadian Stage Company   | Yum! Restaurants International |
| Dentsu Canada                        | Mount Sinai Hospital      | ...and hundreds more         |                                |

Attendance by job title at Design City 2010:





# Exhibitor Benefits

Space at Design City 2012 entitles you to many outstanding benefits and services:

- Face to face access to over 1,000 professionals in the graphic design industry
- More than 20 hours of exhibit time over three days
- Company profile, booth listing and logo in official show guide (Design Edge Canada Nov/Dec issue)
- Booth listing and logo on official show website (www.DesignCityShow.com)
- Discounts on print and online advertising for Design Edge Canada magazine and website
- Dedicated promotions and pre-show coverage in print and online media including social media
- Exclusive sponsorship opportunities with Design City
- Co-marketing opportunities and promotions with Design Edge Canada including promo codes

Design City is supported by nation-wide promotions online, in print, and in person at industry events. Sign up early to ensure your company takes advantage of all these marketing opportunities. Ask about additional sponsorships to promote your brand.

Official publication:

**DESIGNEDGE** CANADA  
GRAPHIC DESIGN NEWS & TRENDS

Canada's largest circulation magazine for graphic designers



Visit the official show website at [www.designcityshow.com](http://www.designcityshow.com)

**To book your exhibit space, contact:**

Doug Bennet Show Manager  
**905-625-7070, ext. 233**  
dbennet@designedgecanada.com

Kim Carmichael Account Manager  
**905-625-7070, ext. 252**  
kcarmichael@designedgecanada.com

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# DesignCity 2012

N30			N32 N33			N35 N36			N38 N39 N40			N42		
20'												20'		
<b>Design City</b>														
950	951	1052	1050	1150			1151	1250			1251			
	949	1048		1148			1149							
20'												20'		
<b>Design City</b>														
946													1247	
944	945	1046	1044	1045 1144			1145	1244			1245			
	10'													

## Space Rates

(in Canadian dollars)

Two booth packages are available:

### Package A includes:

- 10' x 10' booth space
  - carpet (black)
  - draped backwall and side rails
  - empty crate storage and return
  - pre-show print and online promotion
- \$2,500**

### Package B includes:

- 10' x 10' booth space
  - carpet (black)
  - hardwall booth (see photo below)
  - display counter
  - 3-shelf literature racks
  - two stools
  - booth signage at top if required (block letters)
  - draped backwall and side rails if required
  - empty crate storage and return
  - pre-show print and online promotion
- \$3,500**



Exhibit space also includes nightly vacuuming of aisle carpet and 24-hour exhibit floor perimeter security. Electricity, Internet and booth cleaning are available for additional charge. Contact show management for further details on ordering these services.



## Dates and Details

Design City 2012  
November 17-19,  
Direct Energy Centre, Toronto ON

## Show Dates & Hours

Saturday, November 17 10am to 5pm  
Sunday, November 19 10am to 5pm  
Monday, November 20 10am to 5pm

### Move In Hours

Friday, November 16 8am to 6pm

### Move Out Hours

Monday, November 20 5:30pm to 10pm  
Tuesday, November 21 8am to 6pm

## Location

Hall A, Direct Energy Centre  
Toronto ON

## Direct Energy Centre

- Canada's best trade show facility
- Downtown location (Exhibition Place)
- Walking distance from Toronto Island Airport (Porter Airlines and Air Canada)
- Aboveground and underground parking
- Easy move-in and move-out

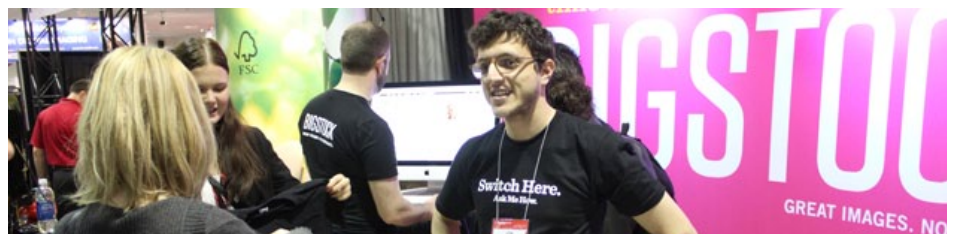
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Design City 2012 is produced by North Island Trade Shows Inc., producer of Print World and publisher of Design Edge Canada and Graphic Monthly Canada magazines.

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