

Canada Blooms

THE FLOWER AND GARDEN FESTIVAL

New Opportunity for 2012



MARCH 16-25, 2012
DIRECT ENERGY CENTRE,
EXHIBITION PLACE,
TORONTO

Canada Blooms is a not-for-profit organization supporting gardening and horticulture

2 Great Events 1 Low Admission

In 2012, Canada Blooms, Canada Largest Flower and Garden Festival will co-locate with The National Home Show to create North America's Largest Home and Garden Event.

We invite you to join our special 16th annual celebration of gardening and horticulture as a sponsor, exhibitor or advertiser. Come face-to-face with upper demographic consumers who purchase and support corporations presenting at Canada Blooms and maximize your return on investment.



2011—Landscape Ontario Green for Life Garden

Crossover consumer attendance is expected to reach over 230,000 as attendees enjoy the added value of 2 great events for 1 admission.

Facts on Blooms Attendees

- Over \$7 million spent on gardening products at/after event
- 81% plan to purchase flowers/plants at/after event—Buying Power \$38 M
- 55% plan to purchase tools and supplies at/after event—Buying Power 10.6 M
- 14% plan to purchase landscape services at/after event—Buying Power \$47 M
- 30% plan to purchase home improvement products—Buying Power \$169 M



Past Celebrity Guests Martha Stewart, Neville MacKay and Enza the Supermodel

Align your brand with the power of Blooms today!

Canada Blooms Sponsorship and Advertising:
Gerry Ginsberg
416-447-8655 x 24
gerry.ginsberg@canadablooms.com

Canada Blooms Marketplace Exhibiting:
Marketplace Events
416-644-5400
devont@marketplaceevents.com



2011—Landscapes by Lucin Garden

2010—Disney Garden by Teamscape with Frank Ferragine & Beth Edney

We've got you covered.

Named one of North America's Top 100 Events by the American Bus Assoc.
Named one of Ontario's Top 100 Events by Festival and Events Ontario
Named the Garden Event of the Year by the Canadian Garden Coalition

Canada Blooms
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Co-Locating with

