



## *MEDIA CAMPAIGN*

Our objective is to encourage the highest number of patrons to attend the Fashion Beauty Expo. We understand that a show with a high level of patron attendance meets exhibitor expectations. Keeping this in mind, we have several marketing campaigns that are massive and cover all of Toronto, the Greater Toronto Area and outside Ontario.

### **This includes the following:**

- **Sponsorship Program** with radio: CHFI, Chum, Flow, Kiss and Virgin
- **Television:** City TV, CP24, CTV, Omni
- **Print:** dailies including Metro, Toronto Star, Toronto Sun and local ethnic papers in the GTA
- **Online:** massive email campaigns focusing on recently engaged couples to the Toronto International Bridal Expo with support of bridal magazines and their respective databases
- **Direct Mail:** from our database of over 250,000 "shop-a-holics"

