

# Canada's Expo for Graphic Designers



## Design City

A "show within a show" at Print World 2008  
Nov. 22-24, Direct Energy Centre, Toronto, Ontario

Meet face-to-face with 1,000+ graphic designers at this proven event made for selling

[www.designcityshow.com](http://www.designcityshow.com) • 1-800-331-7408



Design City 2008 promises to create new branding, relationship, and lead-generating opportunities for suppliers to the graphic design industry—all at a remarkably affordable cost.

## Welcome to Design City 2008

**DESIGN CITY: Canada's Expo for Graphic Designers** is building off its 2006 and 2007 momentum to be the biggest ever in 2008. As the largest trade show for the graphic design industry in Canada, Design City 2008 promises to build on its proven success, connecting buyers with sellers in a modern, interactive, results-oriented environment. Design City 2008 will again be produced by

North Island Publishing, publisher of *Design Edge Canada* and partnering as a "show within a show" with the biggest short run printing show in North America, Print World. It will be returning to downtown Toronto at the Direct Energy Centre, Canada's premier trade show facility, and in the heart of North America's third-largest city for graphic design.

 **Design City**  
is part of



## Meet 1,000+ designers

Design City meets the great need for a dedicated trade show to serve the growing graphic design industry in Canada. The show is specifically designed for vendors selling to graphic designers, including:

- Paper mills
- Paper merchants (specification sales)

- Stock photo companies
- Software vendors
- Commercial printers
- Design hardware/peripherals
- Publishers
- Training services
- And anyone who sells to graphic designers



**Direct Energy Centre, Toronto**

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# Design City Space Rates

(all rates in Canadian funds)

## Package A: \$2,200 plus taxes

- Basic 10' x 10' booth includes:
- space rental
- black carpet
- empty crate storage and return
- standard black draped backwall and side rails
- 24-hour show security service
- move-in schedule and discounted services

## Package B: \$2,995 plus taxes

- Includes basic booth Package A
- PLUS add-on features:
- black hardwall display
- display counter
- two stools
- 3-shelf display rack
- signage at top (block letters)



Package B includes everything you need

## Location

Direct Energy Centre,  
Exhibitor Place,  
100 Princes' Blvd.  
Downtown Toronto,  
Ontario, Canada

## Show Dates and Hours

Saturday, November 22 **10am to 6pm**  
Sunday, November 23 **10am to 6pm**  
Monday, November 24 **10am to 6pm**

## Move-in/Move-out Details

The Direct Energy Centre provides unlimited floor load, multiple truck docks and drive-in doors for fast set-up/move-out

### Move-in:

Friday, November 21 **7am to 6pm**

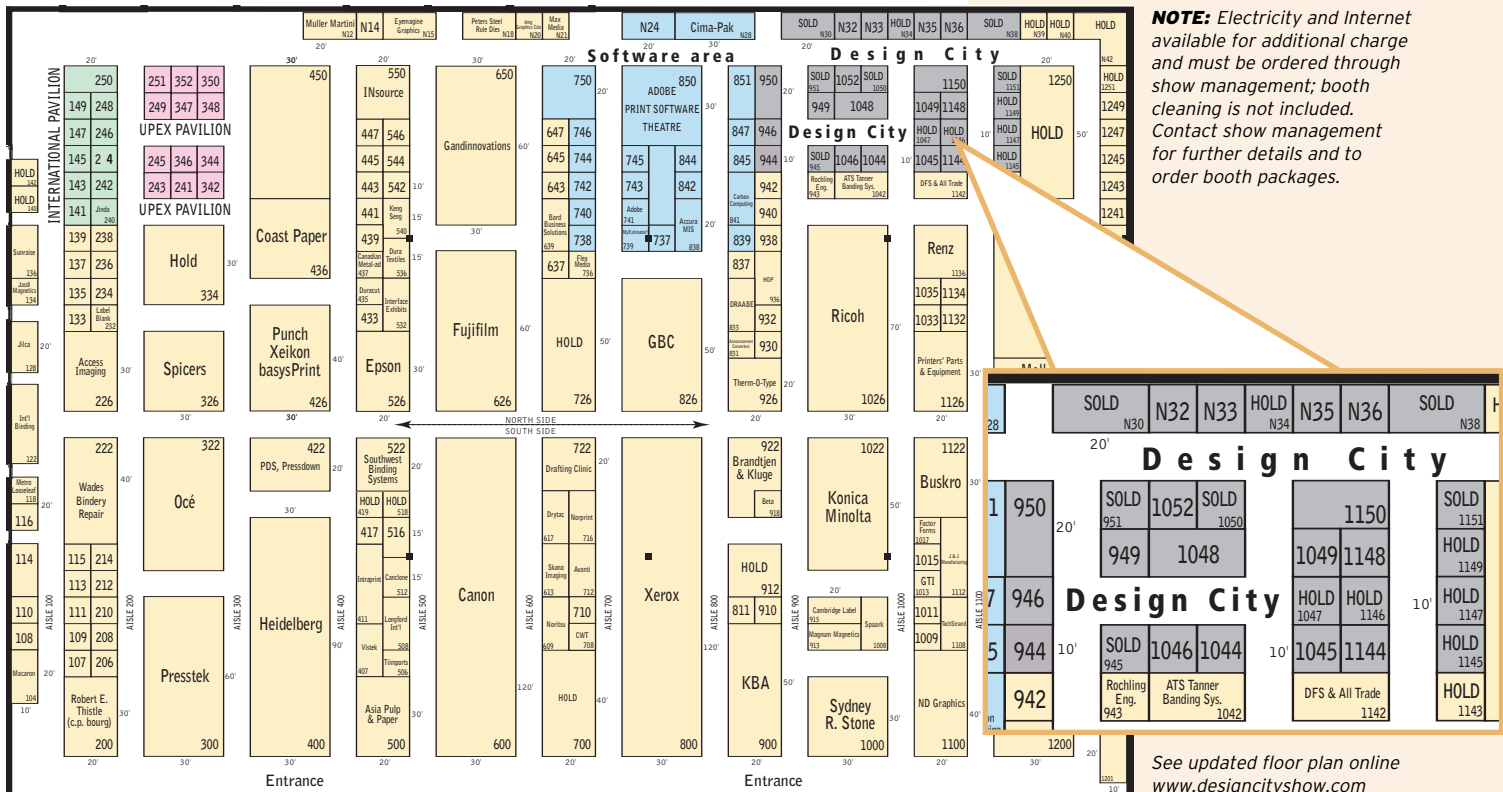
### Move-out:

Monday, November 24 **6:30pm to 11:30pm**  
Tuesday, November 25 **7am to 4pm**

Design City show managers will be on duty during the move-in and move-out periods of the show to assist exhibitors.

## Floor Plan

Design City is located at north-east end of the Direct Energy Centre, Hall A



# Marketing Strategy

Our integrated marketing strategy targeting graphic designers includes promotions in print, online, and face-to-face. We also have brands that reach out to graphic designers in the print and publishing industries in Canada.

## Dedicated Promotions for Design City

- Show advertising in the Sept/Oct and Nov/Dec issues of *Design Edge Canada*
- Additional print advertising in *Graphic Monthly Canada* and *Masthead* magazines
- Web banners on DesignEdgeCanada.com
- E-mail banners on the biweekly e-mail Design Edge News Bulletin
- Dedicated e-mail promotions
- Dedicated DesignCityShow.com web site



Official publication:

**DESIGNEDGE** CANADA  
GRAPHIC DESIGN NEWS & TRENDS



# Crowds Attract Crowds

With over 1,000 professional graphic designers expected, Design City 2008 is one of the biggest events for the Canadian graphic design industry. And with big name exhibitors from the combined Design City/Print World show, you'll be sure to attract crowds.

## 2008 Exhibitors already include:

- Tembec, Asia Pulp & Paper, Cascades Fine Paper, Ultima Displays, Pearson/Peachpit Press, Duo Canada, Xerox, Canon, Adobe, Hewlett Packard, Fotoware, Fujifilm
- View the updated list: [www.designcityshow.com](http://www.designcityshow.com)

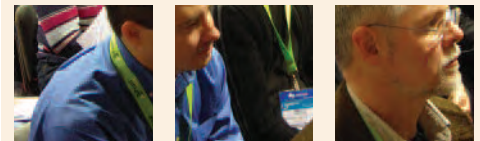
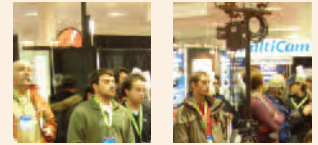


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Nov. 22-24, 2008

Direct Energy Centre, Toronto



## Design City 2007 Exhibitors:

- Accu Litho Services
- Asia Pulp and Paper
- CJ Graphics
- Colour Innovations
- Design Edge Canada
- Entire Imaging Solutions Inc.
- Flash Reproductions
- Forest Stewardship Council (FSC) Canada
- Fotoware-Laidback Solutions Graphic Direction
- High Print Co.
- HTX - Huntex Group Inc.
- Iggesund Paperboard
- iStockphoto
- Japanese Paper Place
- Loop Enterprise Inc.
- NewPage Corporation
- Pearson Technology Group/ Peachpit Press
- Registered Graphic Designers (RGD) of Ontario
- SGS Group
- Stick and Peel
- Tembec Enterprises
- Trade Pocket Folders

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