

The logo features a 4x4 grid of yellow squares on the left, followed by the text "DesignCity" in a large, bold, black sans-serif font, and "2010" in a large, white, bold, sans-serif font below it.

# DesignCity 2010



## Canada's Expo for Graphic Designers

**November 20-22**

**Direct Energy Centre, Toronto ON**

A "show within a show" at Print World 2010



**5<sup>th</sup>  
Year!**



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

**Exhibitor  
Prospectus**



# Meet 1,200 graphic designers

Come face to face with over 1,200 professional graphic designers at the largest annual industry event.

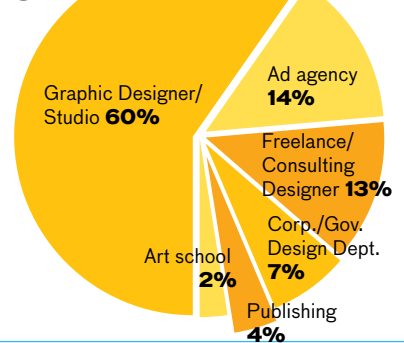
Design City 2010 is the premier marketplace for companies that sell, distribute or promote products, services or solutions for Canadian professionals in the graphic design industry. Now in its Fifth year, Design City has proven to be a successful meeting place for buyers and sellers. Be a part of the experience.

You'll meet over 1,200 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, which attracts a further 9,000 attendees, all of whom have access to your booth.

## Who Attends

Attendance by business type at Design City 2008:

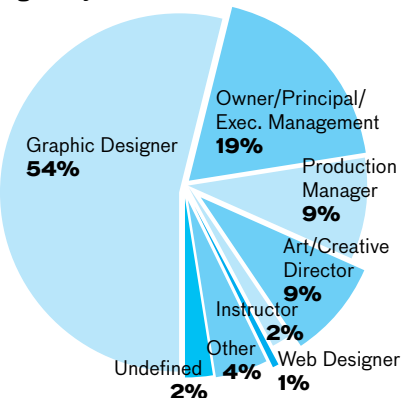


Total professional designers = 1,198

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

|                                      |                                   |                                  |                                |
|--------------------------------------|-----------------------------------|----------------------------------|--------------------------------|
| Astley Gilbert                       | Grip LTD.                         | Noteworthy Paper and Design Inc. | THE UPS STORE                  |
| BAG Creative                         | HALO                              | Ontario Provincial Police        | Three in a Box                 |
| Bombardier                           | Communications                    | Pixelive Design Services         | Toronto General Hospital       |
| boom! design team                    | Iconic Design                     | President's Choice Financial     | Toronto Public Health          |
| Centre for Addiction & Mental Health | Kickstart Marketing & Design Inc. | The Shirt Design                 | TTC Toronto Transit Commission |
| City of Toronto                      | Lush Creative                     | Sienna Advertising               | York University                |
| Davis+Henderson                      | M:30                              | TD Asset Management              | Yellow Pages Group             |
| Deloitte                             | Communications                    | The Canadian Stage Company       | ... and hundreds more          |
| Dermalogica Canada                   | Minuteman Press                   |                                  |                                |
| Environment Canada                   | Mount Sinai Hospital              |                                  |                                |
| Gouvernement du Quebec               | National Defence                  |                                  |                                |

## Attendance by job title at Design City 2008:



# DesignCity 2010



## Exhibitor Benefits

Space at Design City 2010 entitles you to many outstanding benefits and services:

- Face to face access to over 1,200 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
- Exclusive sponsorship opportunities with Design City
- Co-branding opportunities and promotions with Design Edge Canada

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**<sup>CANADA</sup>  
GRAPHIC DESIGN NEWS & TRENDS



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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| N28   |                    |     | N30  | N32  | N33  | N34  | N35  | N36  | N37  | N38  | N39 | N40 |  |
|---|--------------------|-----|------|------|------|------|------|------|------|------|-----|-----|--|
| <b>Area</b>   | <b>Design City</b> |     |      |      |      |      |      |      |      |      |     |     |  |
| 850   | 851                | 950 | 951  | 1052 | 1050 | 1150 |      | 1151 | 1250 |      |     |     |  |
| 848   | 847                | 946 | 949  | 1048 |      | 1049 | 1148 | 1149 |      |      |     |     |  |
| 844   | 845                | 944 | 945  | 1046 | 1044 | 1045 | 1144 | 1147 |      |      |     |     |  |
| 842   | 841                | 942 | 943  | 1042 |      | 1142 |      | 1143 | 1242 |      |     |     |  |
| 838   | 839                | 938 |      |      |      |      | 1136 |      | 1137 | 1238 |     |     |  |
|  |                    |     | 1026 |      |      |      | 1035 | 1134 | 1226 |      |     |     |  |
|   |                    |     |      |      |      |      | 1033 | 1132 |      |      |     |     |  |
|   |                    |     |      |      |      |      | 1126 |      |      |      |     |     |  |
|   |                    |     | 30'  |      |      |      | 20'  |      | 30'  |      |     |     |  |

## Early-bird 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
- \$2,300**

### Package B includes:

- 10' x 10' booth space
  - carpet (black)
  - hardwall booth
  - 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
- \$3,200**



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 2010  
November 20-22,  
Direct Energy Centre, Toronto ON

## Show Dates & Hours

Saturday, November 20 10am to 5pm  
Sunday, November 21 10am to 5pm  
Monday, November 22 10am to 5pm

### Move In Hours

Friday, November 19 8am to 6pm

### Move Out Hours

Monday, November 22 5:30pm to 10pm  
Tuesday, November 23 8am to 6pm

## Location

Hall A, Direct Energy Centre  
Exhibition Place (CNE),  
Toronto ON L4V 1E8

## Direct Energy Centre

- Parking for over 5,000 vehicles
- Minutes from downtown
- Unlimited floor load and multiple truck docks are available for easy move-in/move-out
- Design City is located at the north end of Hall A of the Direct Energy Centre.
- Canada's best trade show venue

Design City 2010 is produced by North Island Trade Shows Inc., producer of Print World and publisher of Design Edge Canada and Graphic Monthly Canada magazines.

North Island Trade Shows  
#8-1606 Sedlescomb Drive  
Mississauga ON, L4X 1M6

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