

Design City 2009



Canada's Expo
for Graphic Designers

**4th
Year!**

November 12-14

International Centre, Toronto ON

A "show within a show" at Graphics Canada 2009

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.

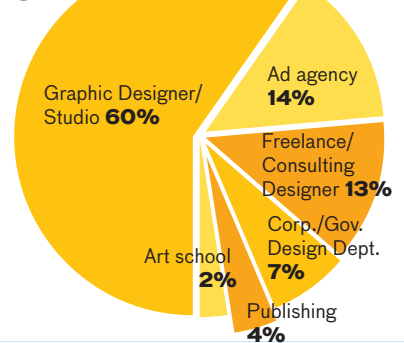
Design City 2009 is the premier marketplace for companies that sell, distribute or promote products, services or solutions for Canadian professionals in the graphic design industry. Now in its fourth year, Design City has proven to be a successful meeting place for buyers and sellers. Be a part of the 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 Graphics Canada, the largest graphic arts trade show in Canada, which attracts a further 11,000 attendees, all of whom have access to your booth.

Who Attends

Attendance by business type at Design City 2008:

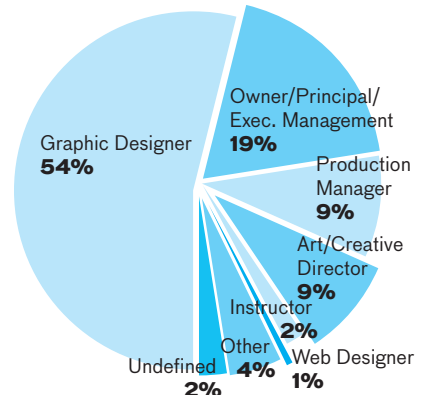


Total professional designers = 1,198

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		
Environnement Canada	Mount Sinai Hospital		
Gouvernement du Quebec	National Defence		

Attendance by job title at Design City 2008:



DesignCity 2009



Exhibitor Benefits

Space at Design City 2009 entitles you to many outstanding benefits and services:

- Face to face access to over 1,200 professionals in the graphic design industry
- More than 24 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 Graphics 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.



Visit the official show website at www.designcityshow.com



Official publication:

DESIGNEDGE
GRAPHIC DESIGN NEWS & TRENDS



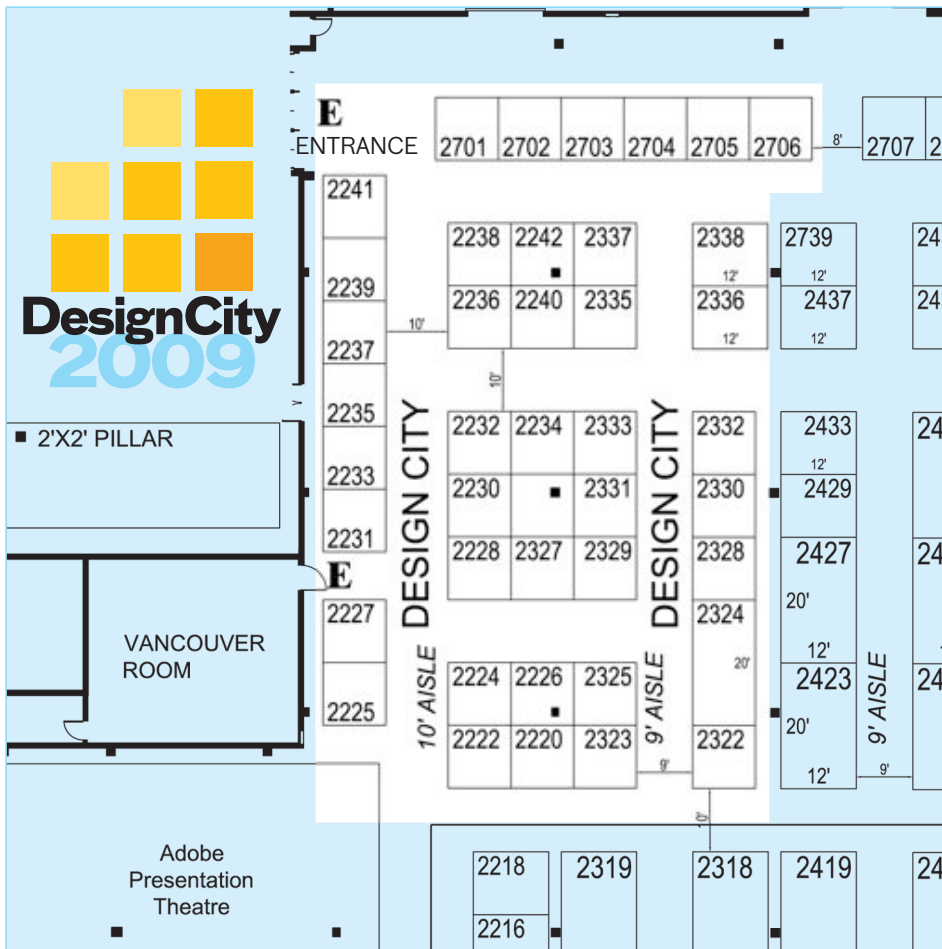
To book your exhibit space, contact:

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

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

www.DesignCityShow.com





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 2009
November 12-14,
International Centre, Toronto ON

Show Dates & Hours

Thursday, November 12 10am to 6pm
Friday, November 13 10am to 6pm
Saturday, November 14 10am to 5pm

Move In Hours

Tuesday, November 10 8am to 6pm
Wednesday, November 11 8am to 6pm

Move Out Hours

Saturday, November 14 5:30pm to 10pm
Sunday, November 15 8am to 6pm

Location

Hall 2, International Centre
6900 Airport Road,
Mississauga ON L4V 1E8

International Centre

- Free parking for over 5,000 vehicles
- Minutes from Pearson International Airport
- 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 2 of the International Centre. Ceiling clearance is 12-feet.

Design City 2009 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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