



Where Profitability and Compassion Meet

Presented by:

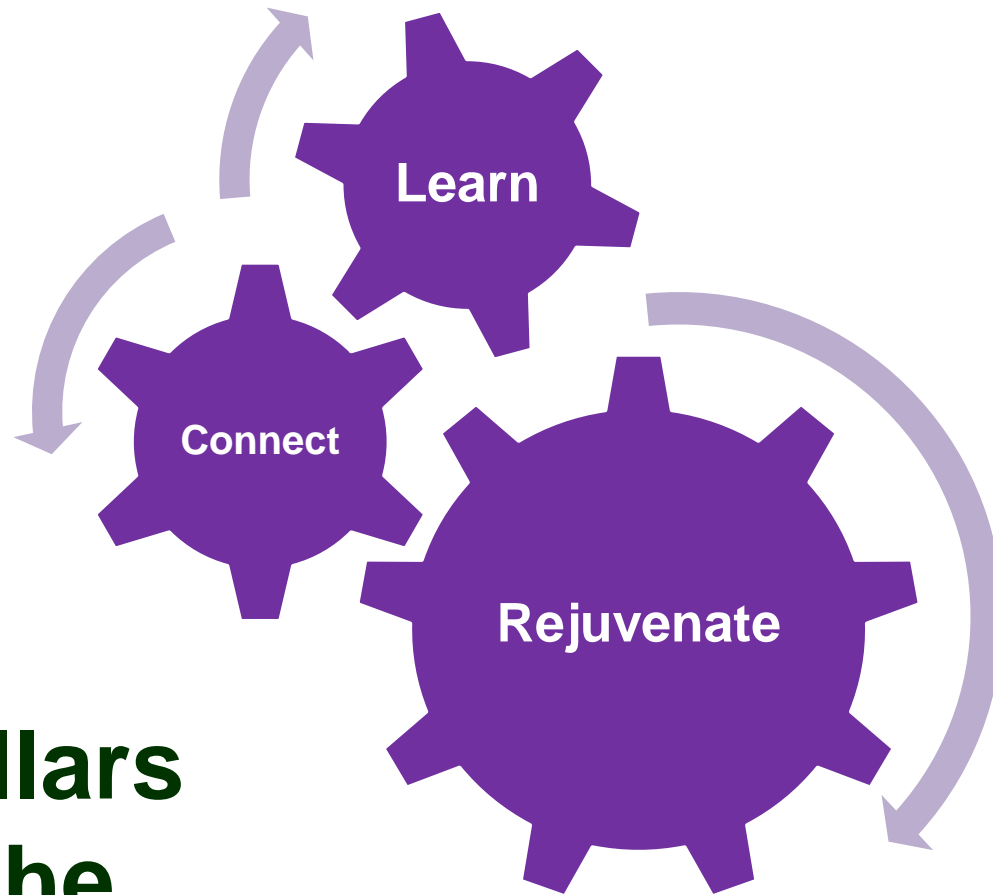




CONCEPT

- ▶ **\$80 Billion Industry**
- ▶ **Impacts 30%** of Canadians
- ▶ **Issue Resonates** with our Readers

PLAN



**3 Pillars
for the
show**

Sponsors & Exhibitors



Saint Elizabeth

At-home services for family caregivers

DAVIDsTEA

Alzheimer *Society*
TORONTO

SHOPPERS
HomeHealthCare

 **metrolandmedia**
toronto Connected to your community®

Keynote Speakers



Rose Reisman
A Leading Authority
on the Art of Eating &
Living Well



Teepa Snow
A Dementia Education
Specialist

Marketing

INCLUDES:



- ▶ Print campaign to over 2 million households in GTA
- ▶ Digital campaign - Southern Ontario
- ▶ Editorial
- ▶ Social media
- ▶ Email marketing
- ▶ Website: www.caregivershow.ca

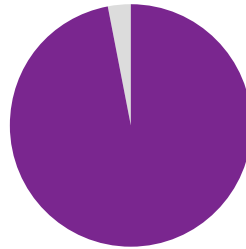


Results

Sponsors/Exhibitors

EXHIBIT AGAIN IN SHOW

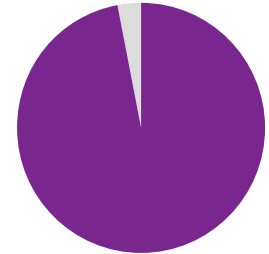
Yes **97%**



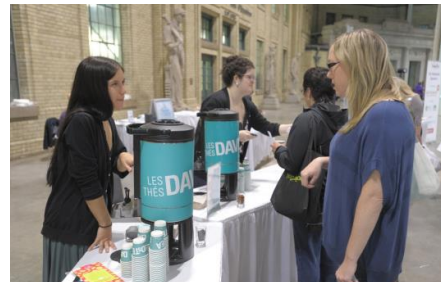
Attendees

RECOMMEND SHOW TO OTHERS

Yes **97%**



- ▶ Grateful and Appreciative Caregiver attendees
- ▶ Satisfied Sponsors and Exhibitors- Generated Highly Qualified Leads
- ▶ Happy Publisher and GM- New Profitable Revenue Initiative



**“ To the world you may
be one person, but to
one person you may
be the world. ”**

Dr. Seuss

Supporting our Local Family Caregivers

Contact Us

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