

Family Support Expo

Separation & Divorce ♦ Medical & Mental Health
Helping men, women & children of all ages



2012 EXHIBITOR INFO

Toronto International Centre
October 20th & 21st, 2012

Separation & Divorce

- ✦ 4 in 10 marriages end in divorce.
- ✦ There are more than 70,000 divorces every year in Canada, 11,500 in the GTA.
- ✦ 16% of all families in Canada are single-parent families. (1,414,060 in total).
- ✦ Some divorces cost well over \$100,000.

Medical

- ✦ Collective healthcare spending by the Canadian Government and individual Canadians topped \$200 billion for the first time ever in 2011.
- ✦ More than 9 million Canadians are living with diabetes or pre-diabetes, 1.5 million in the GTA.
- ✦ 40% of Canadian women and 45% of men will develop cancer in their lifetime.

Mental Health

- ✦ One in five Canadians will be diagnosed with a mental illness in their lifetime, which translates into more than 6.5 million Canadians, 1.2 million in the GTA.
- ✦ Mental illness is the second leading cause of human disability and premature death in Canada and on any given week, at least 500,000 employed Canadians are unable to work due to mental illness.
- ✦ According to the World Health Organization, depression will be the single greatest medical burden on health by 2020.



EXPO INFORMATION

**October 20th & 21st, 2012
Toronto International Centre (Hall 5)
Mississauga, Ontario**

Expo Info

The 1st Annual Family Support Expo may very well be Toronto's most important consumer show, considering its broad demographic and significant reach within the community.

Data confirms that challenges facing families are growing at an alarming rate and people need help. The Expo seeks to revolutionize how families deal with these challenges.

The Expo targets parents, grandparents, caregivers, children and professionals and provides actionable information to help families understand and manage transition.

All families experience challenges. Whether it is a child struggling with a medical issue or special need, a senior suffering from a debilitating illness, a family on the heels of separation or divorce, or another serious challenge - you are not alone.

Help is available!



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Exhibitor Info: Stephen Rosenfield
45 Sheppard Ave. East, Suite 930 Toronto, ON M2N 5W9
(416) 854-1050 ext. 220 stephen@familysupportexpo.com

UNIQUE FEATURES OF THE EVENT

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Exhibitors

The Expo will feature exhibitors showcasing a variety of products and services in the Separation & Divorce, Medical, Mental Health and Lifestyle industries. There will also be access to community resources, organizations and experts in their industries.

Guest Speakers

The Expo will feature industry wide discussion as well as guest speakers sharing personal stories on specific issues and areas of interest.

Information Centre

The Expo will feature a unique Information Centre where attendees can seek help based on their specific needs. Our trained volunteers will help attendees find exactly what they are looking for.

Separation & Divorce Professional Section

The Expo will allow attendees to seek help from trained professionals. This section will offer a more intimate and relaxed setting for private discussions.

Separation & Divorce Seminar

The Expo will feature a separation & divorce seminar, where participants can attend and learn more about the issue in a private workshop style environment.

Interactive Health Section

The Expo will feature an interactive section where attendees can learn more about ways to improve their health in a fun and engaged manner.



This feature is available to any professionals who fit within the Separation & Divorce Professional Section of the Expo.

This booth will feature a walk-in area for participants to sit down and have a personal conversation with the professional in a private and relaxed setting. (includes 3 chairs and a round table at the back of booth. (Valued at \$165).

Professionals who are eligible for this booth include:

- ◆ Family Lawyers
- ◆ Family Mediators
- ◆ Accountants
- ◆ Trustees in Bankruptcy

Contact us to discuss your interests and determine if you qualify for this exciting feature.

Exhibitors are restricted to the professional section, should they choose this booth type, as it is a special discount price for the Expo designed to help attendees. A floor plan is available online.



WHAT TO EXPECT

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The Expo presents many exciting opportunities for companies and professionals in the field to engage directly with consumers and cultivate relationships within a very large but unique demographic.

Potential attendees include; single parents, parents with children who have special needs, adults with medical or mental health issues, seniors with medical or mental health issues, people looking to stay healthy and others concerned with matters related to families in transition.

Attendees are seeking professional help, products and services that can assist them. We are anticipating 4,000 to 8,000 attendees in the first year and over 200 exhibitors.



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There are several anticipated trends of which society must be mindful in order to support families constructively and strategically.

- ♦ The number of common-law couples is growing at 16 times the rate of marriages. Although marriage is on the decline, the rates of separation and divorce continue to climb marginally. This is a demographic that is expected to grow over the years.
- ♦ Within the next generation, the number of Canadians with Alzheimer's disease or a related dementia is expected to more than double, ranging between 1 and 1.3 million people.
- ♦ In the next 15 years, it is anticipated that type 2 diabetes will grow by up to 50% globally.
- ♦ Almost 60% of adults, ages 18 and over, or 14.1 million Canadians, are overweight or obese. Obesity contributes to many medical illnesses and will continue to impact society considering 26% of children aged 2-17 are overweight or obese.
- ♦ 1 in 5 Canadians will be diagnosed with a mental health disease in their lifetime. A significant number of people do not seek help because they are embarrassed or in denial about their illness. The stigma associated with mental health appears to be softening and it is expected that more people will seek help.



OUR MARKETING STRATEGY

To promote the Expo, we will be launching a Public Relations initiative, targeting media in the GTA, Ontario and nationally.

The Family Support Expo will distribute press releases and promotional materials and reach out to newspapers, magazines, television and radio and all media outlets. We will also initiate a social media and content marketing blitz, using platforms like Twitter and Facebook, along with a blogging campaign, to spread the word virally and get people talking about the Expo.



Separation & Divorce

- ◆ Accountants
- ◆ Custody Assessors
- ◆ Family Mediators
- ◆ Financial (Financial Planners, Life Insurance, Trustees in Bankruptcy)
- ◆ Lawyers (Family, Real Estate, Wills & Estates)
- ◆ Services (Mortgage Brokers, Real Estate Agents)

Lifestyle

- ◆ Careers & Employment
- ◆ Children's Special Needs - Camps
- ◆ Children's Special Needs - Education
- ◆ Dating & Relationship Programs
- ◆ Eldercare
- ◆ Financial Services
- ◆ Health & Wellness
- ◆ Home Improvement
- ◆ Parenting Support & Programs
- ◆ Travel

Medical & Mental Health

- ◆ Addiction Centres & Support
- ◆ Books & Magazines
- ◆ Children's ADHD, Learning Disabilities & Behavioural Support
- ◆ Dental Problems
- ◆ Extended Health Insurance Plans
- ◆ Genetic Testing
- ◆ Government Programs & Organizations
- ◆ Medical & Mental Health Associations
- ◆ Medical & Mental Health Centres & Support
- ◆ Medical Equipment & Supplies
- ◆ Non-Profit Organizations
- ◆ Pharmaceutical Companies
- ◆ Sleep Centres & Support
- ◆ Support Groups
- ◆ Therapy
- ◆ Women's Health Problems



EXHIBITOR INFORMATION

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MOVE IN: Friday, October 19th, 2012
2:00pm - 8:00pm

SHOW HOURS: Saturday, October 20th, 2012
Sunday, October 21st, 2012
10:00am - 6:00pm

MOVE OUT: Sunday, October 21st, 2012
6:00pm - 11:30pm

NOTES:

- ✦ Larger booth spaces are available upon request (400+ sq. ft.)
- ✦ Medical & Mental Health Associations and Government pricing is available upon request
- ✦ Prices exclude HST

RATES:

PRICING TYPE	GOLD (20' x 20')	SILVER (10' x 20')	PROFESSIONAL (10' x 15')	BRONZE (10' x 10')
Early Bird (Before July 31, 2012)	15% Off	15% Off	15% Off	15% Off
Regular Price	\$4,000	\$2,250	\$1,400	\$1,250

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DETAILS	GOLD	SILVER	PROFESSIONAL	BRONZE
Booth Size	20' x 20'	10' x 20'	10' x 15'	10' x 10'
Square Footage	400	200	150	100
Regular Price	\$4,000	\$2,250	\$1,400	\$1,250
FEATURES				
Free Consumer Passes	50	50	25	25
Exhibitor Passes	16	8	4	4
Fully Draped Booth	✓	✓	✓	✓
Basic Overhead Lighting	✓	✓	✓	✓
Exhibitor Package For Planning	✓	✓	✓	✓
Professional Photos Taken of Your Booth for Own Use	✓	✓	✓	✓



EXHIBITOR INFORMATION

DETAILS	GOLD	SILVER	PROFESSIONAL	BRONZE
ON SITE MARKETING				
Product in Attendee Gift Bag	✓			
Company Bio in Expo Guide	✓	✓		
ONLINE MARKETING				
Listing on all Newsletters	✓	✓	✓	✓
Logo in Sponsor Section of Website as an Affiliate	✓			

NOT INCLUDED: Tables, Chairs, Carpet, Garbage Can, Power, Internet/Phone, Credit Card Reader, Supplemental Lighting

NOTES:

- ✦ Upon purchasing exhibition space an exhibitor package is included to help ensure you are fully prepared and will maximize your presence at the Expo. This package will include a checklist, design tips and more!
- ✦ Please ensure you understand what is included and not included with the purchase of your exhibitor space.





Contact Info

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