

April 1-3, 2016

**Tradex  
Exhibition Centre  
Abbotsford, BC**

In response to overwhelming consumer demand, the Fraser Valley Food Show is showcasing the magic of food and cooking at the Tradex Exhibition Centre in Abbotsford, BC on April 1-3, 2016. In its eight year, the show features exhibitors and vendors of food products both local and international, celebrity chef demonstrations, the Great Canadian Sausage Making Competition, cheese tasting seminars, Bite of the Valley participating restaurants, the Wine, Beer & Spirits Tasting Pavilion and the Grapes & Hops Wine/Beer Seminars.

Two years ago, again due to popular consumer demand, we added the Gluten-Free Living Show to run concurrent with the original food show. This new area has been a great success and immediately became the most active part of show floor.

The Fraser Valley Food Show has become THE go-to food event in the 1.6 million population base of Surrey, Richmond, Burnaby, New Westminister, Coquitlam, Port Coquitlam, Abbotsford, White Rock, Aldergrove, Langley and Chilliwack. The show will attract 15,000 targeted visitors, consumers looking for new food products and new, innovative

**Sample, Showcase & Sell  
your products at the**

**THE 8th ANNUAL  
FRASER VALLEY  
FOOD  
SHOW 2016**

Featuring:

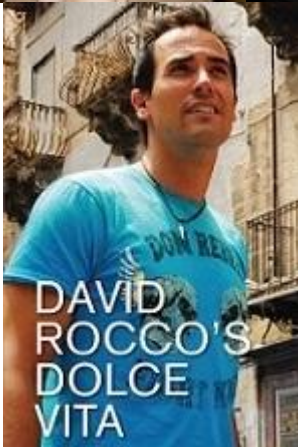


[www.fraservalleyfoodshow.com](http://www.fraservalleyfoodshow.com)



## Highlights of past presenters on The Celebrity Cooking Stage

Some of the celebrities who have entertained visitors on our stage include: **Lynn Crawford, Chuck Hughes, Bal Arneson, Ned Bell, David Rocco, Rob Feenie, Bob Blumer, Laura Calder, Corbin Tomaszeski**



# Why Exhibit in 2016?

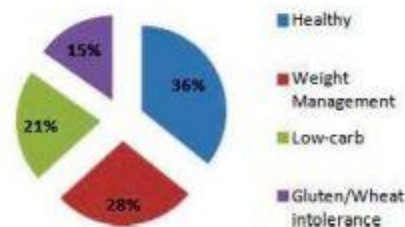
**REACH PRIMARY GROCERY SHOPPERS** - The audience is targeted and pre-disposed to learn about new products, services and ideas. The newly introduced Gluten Free Living Show was a huge success and drew a very large audience looking for gluten free products. Many of the GF exhibitors ran out of products to sell!

**MAKE IMMEDIATE SALES** - Selling at the Fraser Valley Food Show is immediate and compelling to a targeted captive audience. Fraser Valley Food Show exhibitors have consistently reported exceptional floor sales.

**LAUNCH OR TEST NEW PRODUCTS** - The Fraser Valley Food Show provides an opportunity for buyers and sellers to meet face to face, where products can be demonstrated, handled, tasted and ultimately assessed.

**1.6 MILLION TARGET AUDIENCE IN VANCOUVER SUBURBS: THE ONLY FOOD SHOW TARGETING SURREY, THE FRASER VALLEY AND SURROUNDING COMMUNITIES** - The Fraser Valley Food Show, held at Tradex, draws on a consumer market place of over 1.6 million consumers, the fastest growing community in Canada and also the community with the fastest rising median household income in Canada

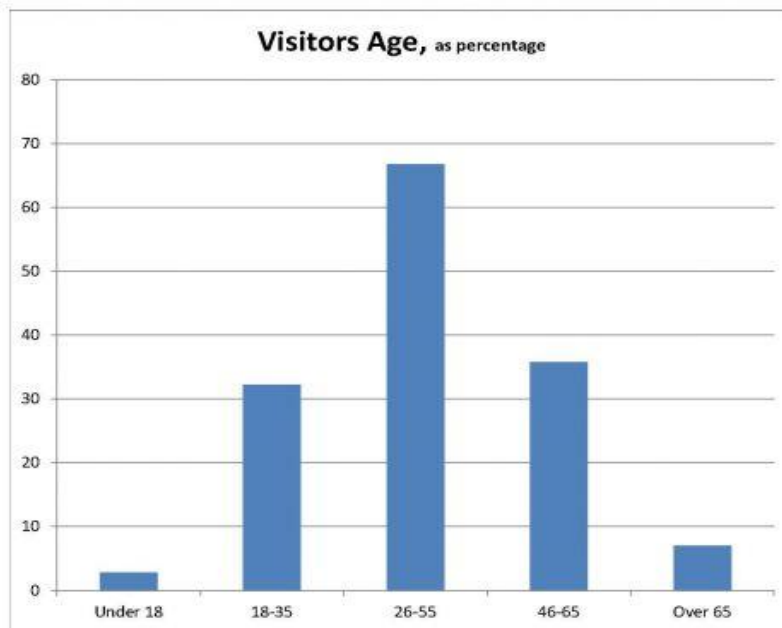
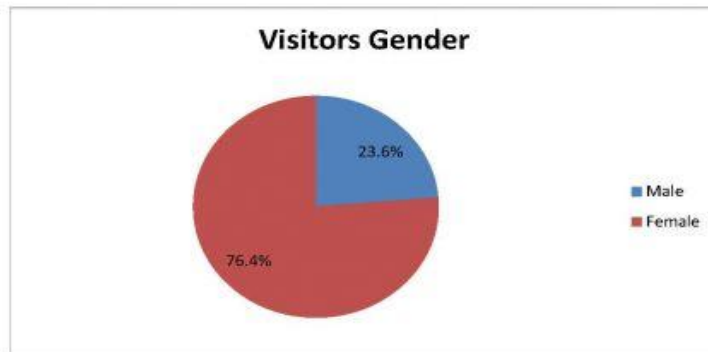
Recent surveys report that consumers are increasingly switching to healthier food substitutes such as gluten-free products. The market for [gluten-free products](#) experienced an annual growth of about 48%. According to a survey conducted consumers who purchase gluten-free products do so for varying reasons. The following pie chart shows the distribution of consumers who purchase gluten-free products and their reasons for doing so:



The Third Annual Great Canadian Sausage Making Competition has become the most significant event of its type in Canada, attracting competitors all the way from Windsor, ON. Last year, after the official judging, over 1,000 visitors participated in tasting the competitors' entries.

**Do you wish to exhibit? Our Exhibitor Application is attached at bottom of this document.**

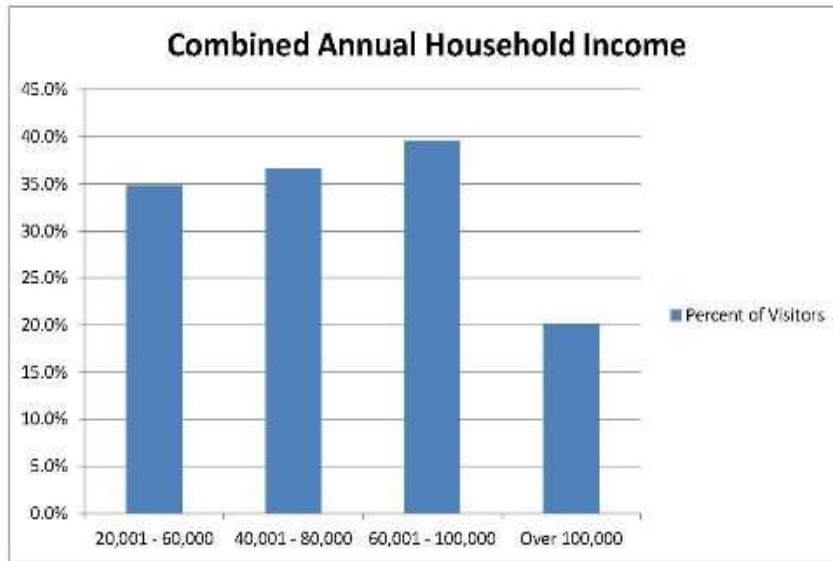
## Fraser Valley Food Show 2014 Visitor Statistics



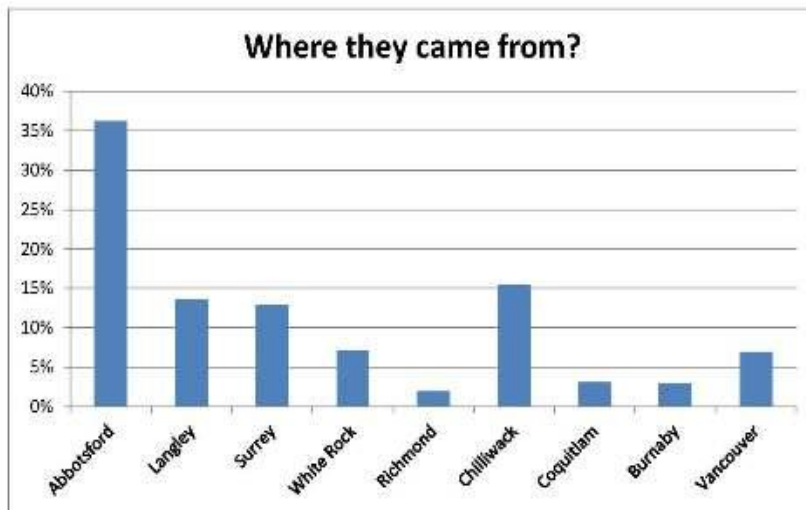
Visitor attendance at the 2014 show was 12,860  
In 2016 we expect over 15,000 visitors due to the change in dates from early fall to spring time.



The Dairy Farmers of Canada Cheese Seminars sell out every seat at FVFS every year!!!



**How long they stayed at the festival?  
Average 3.3 hours**



Rated one of the largest show in the Lower Mainland by



## Media Marketing Includes:

- Radio
- Television
- Outdoor billboards
- Major daily & community newspapers
- Local, regional & national food & entertaining related magazines
- Related websites, direct links from exhibitors' websites and web-events calendars
- Our own interactive information website
- Social Media
- Direct email blasts to past visitors and opt-in lists from web contests and promotions

## Additional Marketing and Promotional Coverage

- Food writers and restaurant critics
- Chefs, cook book authors and home style and entertaining authors
- Related industry associations
- Community organizations
- Non-profit/charity groups

## Exhibitors' Additional Marketing Opportunities

- Run a contest within your own exhibit
- Provide gift baskets of your products for on-air contest giveaways
- Insert gift or product sample in 10,000 visitor gift bags
- Advertise in our Official Festival Guide

## Fraser Valley Food Show Exhibitor Benefits

- Extensive multimedia publicity and advertising campaign
- Free exhibitor badges
- Free visitor guest passes
- Free sinks with hot/cold water located in selected areas
- Free material handling
- Free storage
- Free listing in Official Festival Guide
- Free listing on official Fraser Valley Food Show web site with reciprocal hot link
- Professional onsite show management
- On-site furniture and supply rental
- Convenient multi-day parking passes available for exhibitor parking
- Discounted hotel accommodations for exhibitors
- On-floor refrigerated storage (small user fee)

