

# THE Dude Show

Exhibitor and Sponsorship Opportunities

SATURDAY  
NOVEMBER 3  
2018

12:00 pm – 7:00 pm

Big Four Roadhouse, Calgary Stampede

Introducing....The Dude Show! A lifestyle show dedicated to all things Dude, from electronics to craft beers to outdoor living to men's fashion....and everything in between!

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## THE DUDE SHOW AUDIENCE

There are 490,645 men aged 15 - 64 living in Calgary as at our last census, and The Dude Show has something for them all! With an average total income of \$88,050, Calgary men have some serious disposable income to spend....and we're here to help them do so!

### Did you know....

243,680 Calgary men use a vehicle as their primary mode of commuting

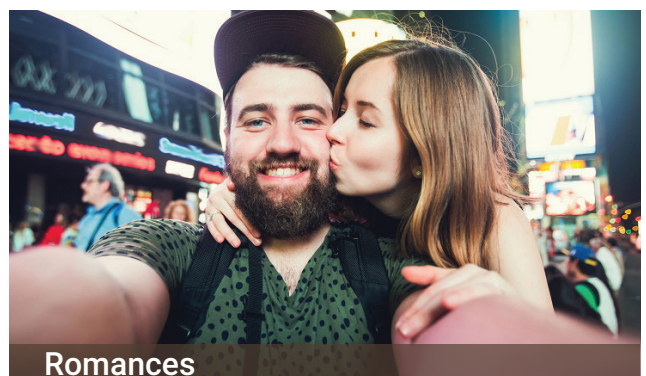
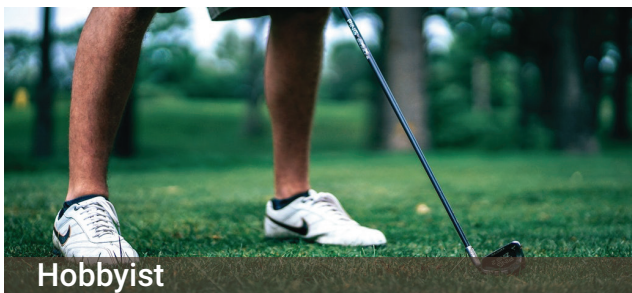
### Did you know....

161,295 men in Calgary have university degrees or higher

### Did you know....

155,750 Calgary men, aged 20 - 60, are single

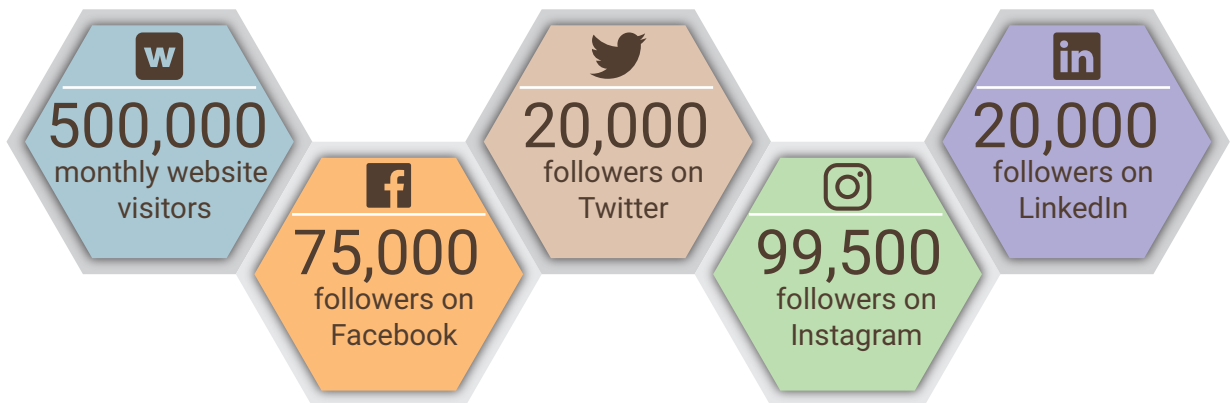
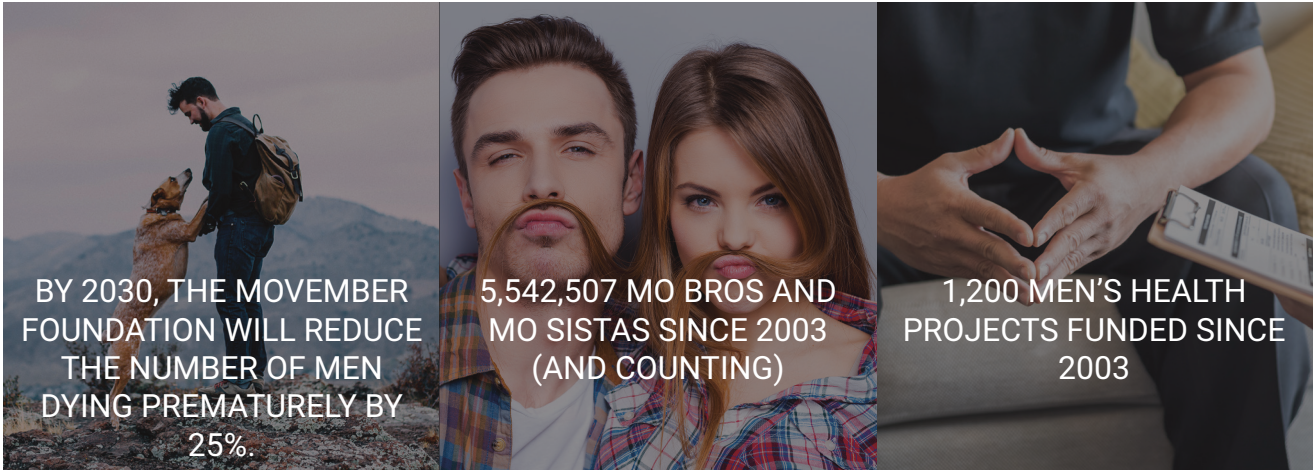
The Dude Show has specific strategies in place to market to the following audiences:





## ABOUT THE MOVEMBER FOUNDATION

The Movember Foundation is the leading global organization committed to changing the face of men's health. The Movember Foundation addresses some of the biggest health issues faced by men: prostate cancer, testicular cancer, mental health, and suicide prevention. Their vision is to have an everlasting impact on the face of men's health.



Connect with your target market in a meaningful way that speaks to them. If you target men in Calgary, this is an ideal opportunity to gain tremendous exposure and make significant connections in a fun and high energy environment.

All sponsorship options are custom-tailored! Naming opportunities, brand recognition, VIP opportunities, experiential marketing, advertising, social media, media outreach, sampling and product placement – we want to hear about your needs and build something within your budget.

Experience powerful, one-of-a-kind networking and sales opportunities with Calgary's men

## Top ten reasons to participate at The Dude Show


- 1 Demonstrate and launch new products
- 2 Shorten buying process and make immediate sales
- 3 Meet buyers face to face
- 4 Increase brand awareness or reposition brand
- 5 Efficient lead generation – new clients, new customers, new business
- 6 Uncover unknown buying influences
- 7 Ability to solicit audience feedback and insights
- 8 Be compared with other suppliers and opportunity to stand out
- 9 Establish new contacts and business relationships
- 10 Benefit from pre-event and post-event promotion



**Note:** booth space is available on a per square feet basis to best align with our interactive and experiential environment. Booth fees begin at \$8/square foot.

### Contact Us:

 [sales@dudeshowexpo.ca](mailto:sales@dudeshowexpo.ca)

 (403) 681-2529

 [www.dudeshowexpo.ca](http://www.dudeshowexpo.ca)