

# THE Dude Show EXPO

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

FRIDAY  
NOVEMBER 1  
**2019**

6:00 PM - 10:00 PM  
(adult-only night)

SATURDAY  
NOVEMBER 2  
**2019**

11:00 AM - 5:00 PM  
(family-friendly)

**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!

Powered by:



IN PARTNERSHIP WITH



## THE DUDE SHOW AUDIENCE

According to our last census, there are 490,645 men aged 15 - 64 living in Calgary and The Dude Show has something for them all!

### Did you know...

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

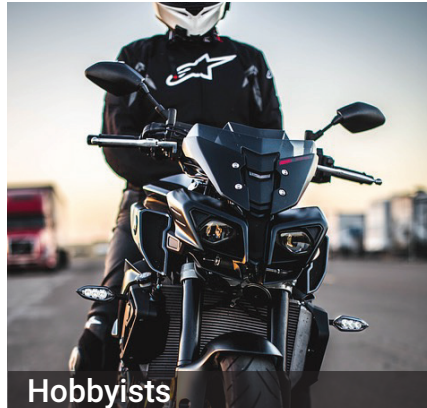
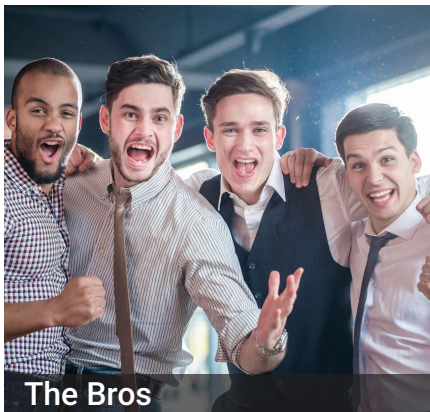
### Did you know...

161,295 men in Calgary have university degrees or higher

### Did you know...

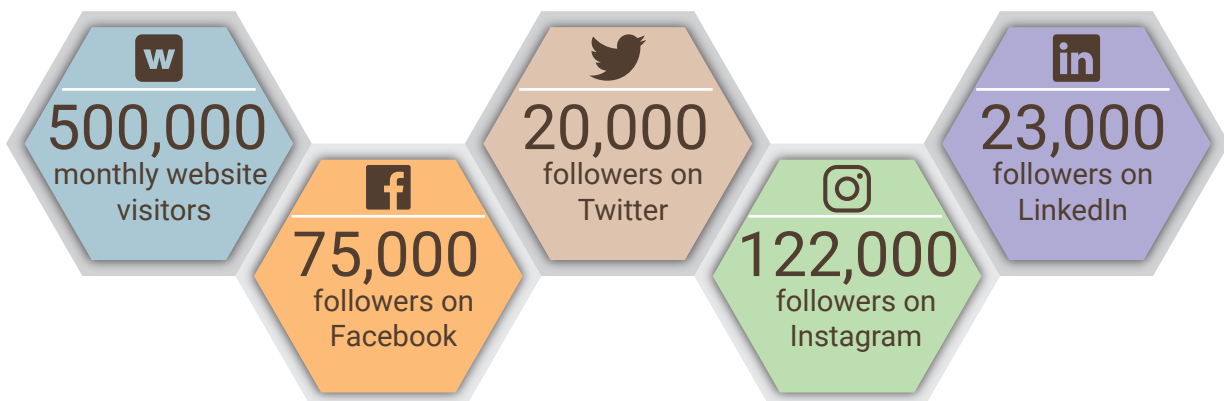
155,750 Calgary men, aged 20 – 60, are single

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



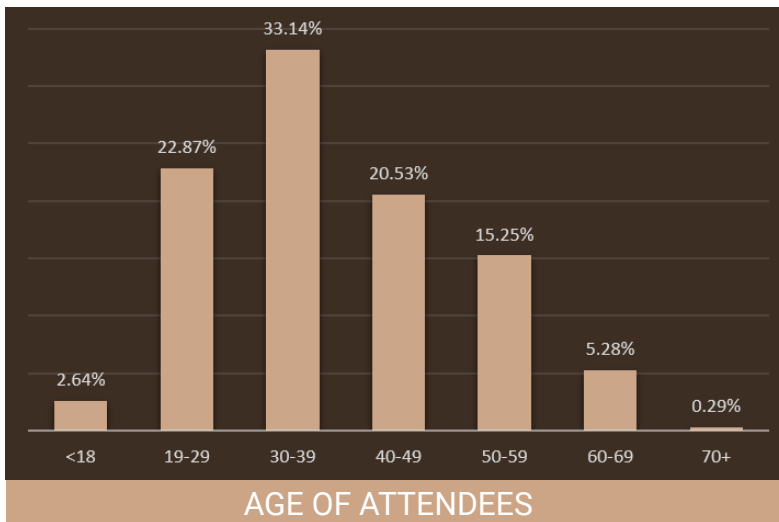
## ABOUT THE MOVEMBER FOUNDATION

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.



## 2019 WILL MARK THE SECOND YEAR OF THE DUDE SHOW. AND HOW DID 2018 GO, YOU ASK? CHECK IT OUT BELOW!

- ❖ 86% of 2018 exhibitors ranked the expo as Awesome Sauce, Bordering on Awesome, Pretty Groovy or Decent
- ❖ 75% of 2018 attendees ranked the expo as Awesome Sauce, Bordering on Awesome, Pretty Groovy or Decent
- ❖ 79% of attendees were men



---

“ The assortment of vendors was great and the beer tasting booth was out of this world ”

---

“ Loved the golf challenge, jerky guys and hot sauce guys. It was very well organized. All were so informed and friendly. It was awesome would go next year ”

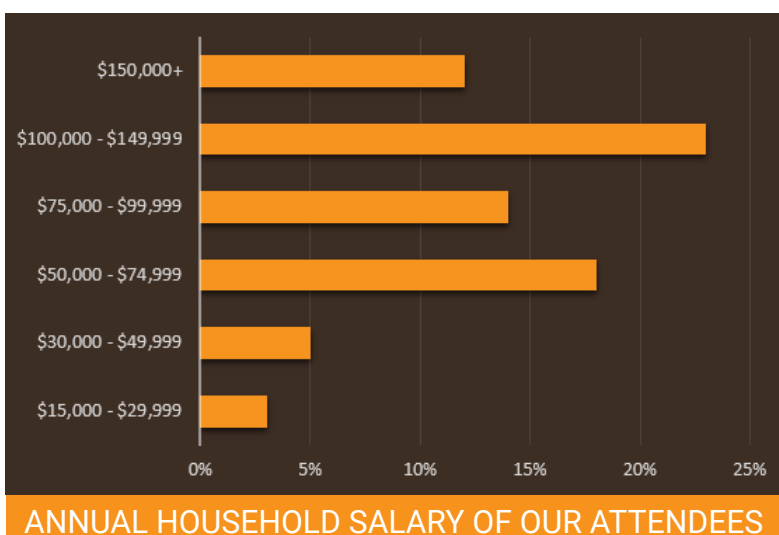
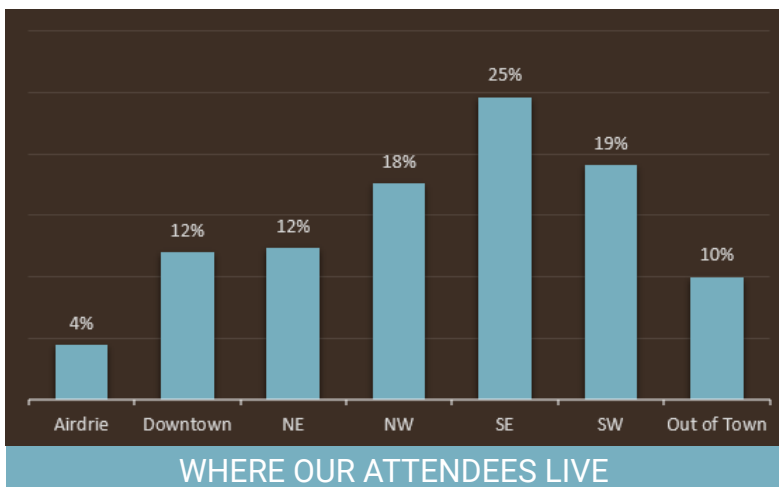
---

“ My son and I had a great time. Both got a fresh fade at The Ave Barbers. It was great to have an event for guys! ”

---

“ Enjoyed the games such as axe throwing, archery, and the arcade style games made the show a win ”

---



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

Demonstrate and launch new products

Shorten buying process and make immediate sales

Meet buyers face to face

Increase brand awareness or reposition brand

Efficient lead generation – new clients, new customers, new business

Uncover unknown buying influences

Ability to solicit audience feedback and insights

Be compared with other suppliers and opportunity to stand out

Establish new contacts and business relationships

Benefit from pre-event and post-event promotion

Booth space is available on a per square foot basis to best align with our interactive and experiential environment.

# BOOTH FEES BEGIN AT \$8/SQUARE FOOT.

Discounts are available for non-profit organizations.



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

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

 [dudeshowexpo](https://www.instagram.com/dudeshowexpo)

 [facebook.com/dudeshowexpo](https://www.facebook.com/dudeshowexpo)

 (403) 681-2529