

A large, crowded indoor event space filled with people browsing through various sports memorabilia. In the foreground, a large Toronto Maple Leafs jersey is prominently displayed on a stand. To the right, a red NHL jersey is visible. The background is filled with more people, some looking at items on display, and others walking through the aisles. A yellow circular sign with the text "WANT TO BE A STAR?" is visible in the upper right. The overall atmosphere is one of a busy, well-attended sports fan event.

# SPORT CARD & MEMORABILIA EXPO

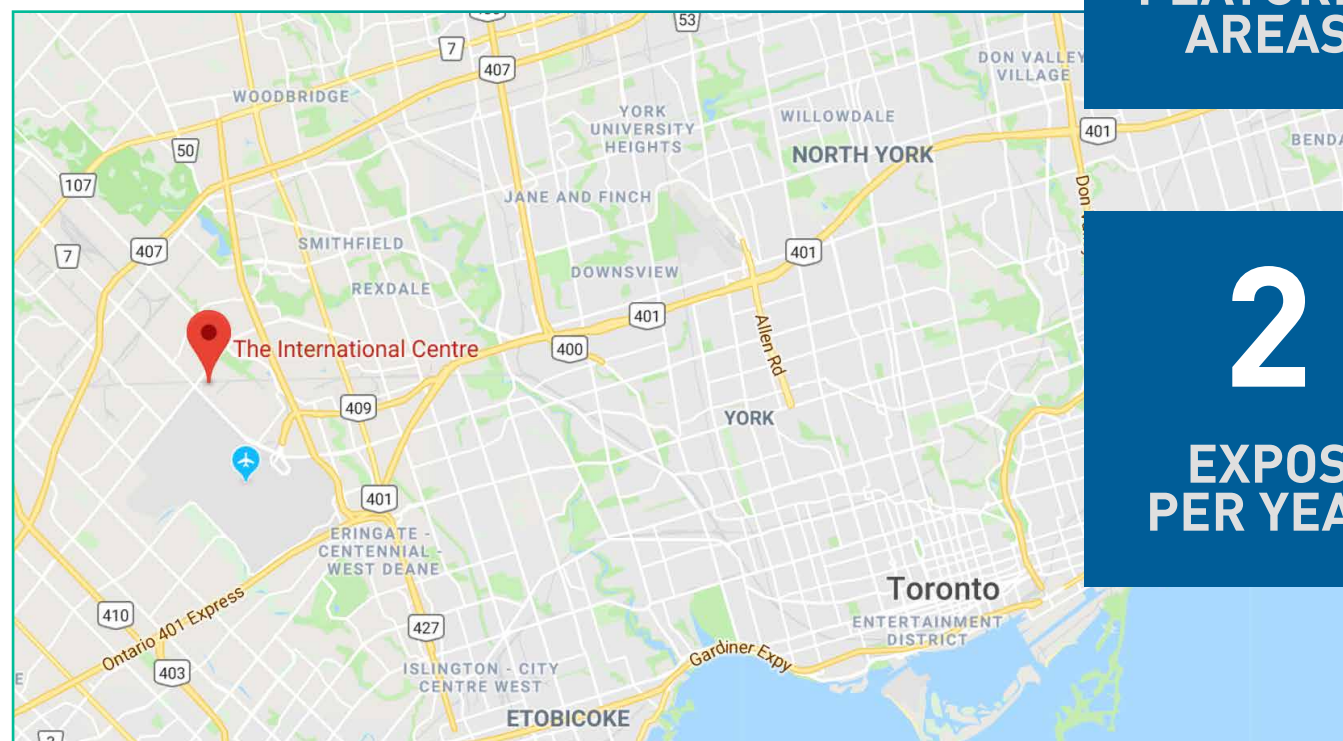
Marketing Package



## WHO WE ARE

### CANADA'S LARGEST COLLECTABLES SHOW

The Sport Card & Memorabilia Expo is Canada's largest collectables show. Returning May 4th to 6th, 2018, to the International Centre's Hall 5. With an estimated attendance of 15,000 fans, Never before have so many Canadian sports card, and collectible enthusiasts gathered in one place. Hobbyist, Licensed Jersey Retailers, Collectible Stores, The Largest Trading Card Companies, Distributors, Industry Experts, Legends of the Game and Current Superstars. With over 25 years of shows, our goal continues to be to service the hobby's already existing base and always expand to a new generation of fans.



**15k**  
ATTENDEES

**25+**  
YEARS

**7+**  
FEATURED  
AREAS

**2**  
EXPOS  
PER YEAR

## EVENT DETAILS

### TWO EXPOS PER YEAR

We have two shows per year with a Spring and Fall event. This year's shows will be taking place May 4th to 6th, 2018 and November 9th to 11th, 2018. Both shows will be held in the International Centre, Hall 5, located next to Pearson International Airport.

### SPRING EXPO

7,500 ATTENDEES

MAY 2018

### FALL EXPO

11,000 ATTENDEES

NOVEMBER 2018



# DEMOGRAPHICS

## ABOUT OUR AUDIENCE

In 2016, revenues from sports merchandise in North America amounted to \$13.97 billion U.S. dollars. In 2018 revenue is expected to climb to \$14.55 billion U.S. Dollars (Statistica.com)

The Average price for a piece of autographed memorabilia is \$180 (sportsmemorabilia.com)

\$2 BILLION

AUTOGRAPH MARKET SIZE

In 2013 The autograph market size was \$2 Billion USD (sportsmemorabilia.com).

With memorabilia for 516 different teams in circulation, The most desired piece of memorabilia is an autographed jersey, making up 24% of sales, followed by autographed photos, 23% of sales, and signed helmets, which earn 8% of sales.

## EDUCATION

3%	ELEMENTARY
9%	HIGH SCHOOL
33%	COLLEGE
35%	UNIVERSITY
20%	GRADUATE

## AGE GROUPS

9%	17 & BELOW
10%	18-24
15%	25-34
20%	35-44
25%	45-54
20%	55 & ABOVE

# TOP REASONS TO EXHIBIT AT SCME

## SIX TOP REASONS TO BE A PART OF OUR EXPO

### ENGAGE YOUR CUSTOMER

The number one reason attendees visit consumer shows is to shop. Having the opportunity to meet and engage your customer will lead to far more cost-effective conversions.

### TARGET MARKET

Let us do the work for you. Our show will be attended by your target audience ensuring that you get the best ROI on your marketing dollars. Ensure that your branding message gets heard by the right people.

### NEW PRODUCT OR SERVICE LAUNCH

We provide the perfect vehicle to launch new projects and services by giving your company access to a large captive audience, including media and a large marketing/PR Campaign.

### FACE TO FACE

The event provides an opportunity for face-to-face communication with the trading card and collectables community. Get feedback directly from your customers and interact with them in a fun environment.

### MEDIA CAMPAIGN

Take advantage of our advertising campaign by exhibiting and sponsoring. Our plan will include a Sports Radio Campaign, Digital Campaign, Social Media Campaign, Print Campaign, and a comprehensive PR Campaign

### FEATURED AREAS

By creating unique zones within the show, we ensure that your product/brand is featured correctly. These areas are strategically spread around the floor to provide optimal attendee traffic flow.



# FEATURES OF THE SHOWS

## SIX MAJOR AREAS OF INTEREST FOR ATTENDEES

### FRAMEWORTH AUTOGRAPH PAVILION

Get autographs on pictures and your favourite memorabilia from Hockey and sports greatest stars. For over 25 years our event has been connecting fans with their sports heroes in a fun and engaging environment.

### STAGE OF HEROES

The Stage of Heroes is where we will be hosting all the big names. You'll be able to hear from some of the most prominent sports figures, enjoy fireside chats with our show mc. Listen to incredible and inspiring stories of success and defeat

### BLEACHERS GASTROPUB

#TreatYourself. Enjoy spirits and beers from the world's finest producers, eat some delicious pub food, and take in the top sports highlights. We've got a brand new sports-themed menu featuring items such as "The Winter Classic", "Stevie Y Detroit Coney Dog", and many healthy options from the Fields of Greens.

### AUTHENTICATION ALLEY

Get opinions from the industry top authentication brands. JSA, KSA, & PSA and Beckett are all there to guide the novice veteran on how to tell fact from fiction when adding to your collection.

### THE LEGENDS LOUNGE SERIES

Our Legends Lounge will provide attendees with the chance to hang out with sports gods. Ticket holders will be able to spend up to 45 mins with legends asking question and have photos with their childhood and current heroes

### HOBBYIST HALLWAY

Whether you're looking for that one last item you need to complete your collection/ athlete shrine, or you're just looking for some amazing swag to show off to your friends, it'll all be in the Hobbyist Hallway. No matter what your niche we promise to have it, or have a guy who knows a guy who has it.

### THE AUCTION HOUSE

The Biggest Auction houses our at are event with some of the rarest items up for Auction. Don't miss your chance to go big and buy some of history's most incredible keepsakes.



## PRESENTING SPONSOR \$50,000

1 FULL SEASON - SPRING & FALL SHOW

- ✓ Exclusive Presenting Sponsor for one full season of Show (Spring and Fall Show
- ✓ Listed as Presenting on all marketing for the upcoming season for the Sports Card and
- ✓ Memorabilia Expo (all print, radio, social, and digital marketing will contain the phrase “presented by (presenting brand)”
- ✓ Listed as Presenting Sponsor on all Web and Social Properties (Logos and required marketing collateral to be provided by Presenting Sponsor)
- ✓ 15-second commercial/slideshow(no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be supplied by sponsor)
- ✓ 30 Second Commercial(with audio) to be played on our large screen at the Stage of Hero’s during down times and before any programming on the stage in rotation with other commercials.
- ✓ Sponsor will have the opportunity to have a handout to at the front door
- ✓ Logo in Sponsor’ship section of the website with link to brief description of company and link to the to Sponsor’s site (Sponsor to provide Logo)
- ✓ The opportunity to have 8-4’x4’ branded floor stickers in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ Sponsor will have the opportunity to hang 2-10’x3’ hanging banners in prominent locations on the show floor (banners to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have the opportunity to have up to a 20x30 premium booth space
- ✓ The sponsor will have the opportunity to have four standard pop up banners placed throughout the Expo venue (pop up banners to be provided by sponsor)
- ✓ Sponsor’s will be provided with 30 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 60 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Presenting Sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year

## OFFICIAL MEMORABILIA AUCTION SPONSOR \$10,000

2018 SPRING SCME

- ✓ Official Memorabilia Auction Sponsor 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as Official Memorabilia Auction Sponsor on the website in the Sponsor’ship section(logos and required marketing collateral to be provided by Presenting Sponsor)
- ✓ Logo in Sponsor’ship section of the website with link to brief description of company and link to the to Sponsor’s site (logo to be provided by sponsor)
- ✓ The opportunity to have 2-4’x4’ branded floor stickers in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ Sponsor will have the opportunity to hang 1-10’x3’ hanging banners in prominent locations on the show floor (banners to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have the opportunity to have a up to a 10x20 premium booth space
- ✓ Sponsor’s will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and with partners
- ✓ Sponsor will be presented with a 25% family and friends discount code
- ✓ Sponsor will be listed as Official Memorabilia Auction sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year

# OFFICIAL TRADING CARD SPONSOR

\$15,000

2018 SPRING SCME

- ✓ Official Trading Card Sponsor 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as Official Trading Card Sponsor Sponsor on the website in the Sponsor'ship section(logos and required marketing collateral to be provided by Presenting Sponsor)
- ✓ Logo in Sponsor'ship section of the website with link to brief description of company and link to the to Sponsor's site (logo to be provided by sponsor)
- ✓ The opportunity to have 2-4'x4' branded floor stickers in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ 15-second commercial/slideshow(no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be provided by sponsor)
- ✓ 30 Second Commercial(with audio) to be played on our large screen at the Stage of Hero's during down times and before any programming on the stage in rotation with other commercials.
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1-10'x3' hanging banners in prominent locations on the show floor (banners to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have the opportunity to have up to a 10x20 premium booth space
- ✓ Sponsor will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Official Trading Card sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the

# OFFICIAL LICENSED JERSEY PARTNER/RETAILER

\$10,000

2018 SPRING SCME

- ✓ Official Jersey Partner of 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as Official Trading Card Sponsor Sponsor on the website in the Sponsor'ship section(logos and required marketing collateral to be provided by Presenting Sponsor)
- ✓ Logo in Sponsor'ship section of the website with link to brief description of company and link to the to Sponsor's site (logo to be provided by sponsor)
- ✓ The opportunity to have 2-4'x4' branded floor stickers in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ 15-second commercial/slideshow(no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be provided by sponsor)
- ✓ 30 Second Commercial(with audio) to be played on our large screen at the Stage of Hero's during down times and before any programming on the stage in rotation with other commercials.
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1-10'x3' hanging banners in prominent locations on the show floor (banners to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have the opportunity to have up to a 10x20 premium booth space
- ✓ Sponsor will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Official Memorabilia Auction sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following show
- ✓ The Sponsor will have the opportunity to provide with up to 50 giveaways for promotion leading up

## THE STAGE OF HEROES SPONSOR

\$10,000

2018 SPRING SCME

- ✓ The Stage of Heroes Sponsor 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and -Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as The Stage of Heroes Sponsor on the website in the Sponsor'ship section(logos and required marketing collateral to be provided by Presenting Sponsor)
- ✓ Logo in Sponsor'ship section of the website with link to brief description of company and link to the to Sponsor's site (logo to be provided by sponsor)
- ✓ The opportunity to have 2-4'x4' branded floor stickers in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ 15-second commercial/slideshow(no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be supplied by sponsor)
- ✓ 30 Second Commercial(with audio) to be played on our large screen at the Stage of Hero's during down times and before any programming on the stage in rotation with other commercials.
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1-10'x3' hung over the top of the Stage of Heroes (banners to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have the opportunity to have up to a 10x20 premium booth space
- ✓ Sponsor will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Official Memorabilia Auction sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year

## COLLECTABLE CRAFT BREWERS SPONSOR

\$5,000

2018 SPRING SCME

- ✓ The Official Beer of the 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as The Collectible Craft Brewer Sponsor on the website in the Sponsor'ship section(logos and required marketing collateral to be provided by Presenting Sponsor)
- ✓ Logo in Sponsor'ship section of the website with link to brief description of company and link to the to Sponsor's site (logo to be provided by sponsor)
- ✓ The opportunity to have 2-4'x4' branded floor stickers in high traffic areas of the show (stickers to be supplied by sponsor)
- ✓ 15-second commercial/slideshow(no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be supplied by sponsor)
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1-10'x3' hung over the top of The Collectible Brewers Sampling Area (banner to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Top Shelf service in all bars set up on the show floor at the SCME
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have the opportunity to have up to a 10x20 premium booth space
- ✓ Sponsor's will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Collectible Craft Brewer sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year



## OFFICIAL MEDIA PARTNER \$20,000

2018 SPRING SCME

- ✓ The Official Media Partner of the 2018 Spring SCME
- ✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and Memorabilia Expo (all print, social, and digital marketing)
- ✓ Listed as The Collectible Craft Brewer Sponsor on the website in the Sponsor'ship section (logos and required marketing collateral to be provided by Presenting Sponsor)
- ✓ Logo in Sponsor'ship section of the website with link to brief description of company and link to the to Sponsor's site (logo to be provided by sponsor)
- ✓ 15-second commercial/slideshow (no sound) will play on eight strategically placed 50-inch digital displays (Commercial to be provided by sponsor)
- ✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1-10'x3' hung over the top of The Collectible Brewers Sampling Area (banner to be provided by sponsor)
- ✓ Sponsor to be featured in at least 2 Newsletters for each event
- ✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)
- ✓ The sponsor will have the opportunity to have up to a 10x20 premium booth space
- ✓ Sponsor's will be provided with 10 VIP tickets for staff and special guest
- ✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners
- ✓ Sponsor will be provided with a 25% family and friends discount code
- ✓ Sponsor will be listed as Official Media Partner sponsor in all media releases
- ✓ Sponsor will have first right of refusal for the following Year

## OFFICIAL WIFI SPONSOR \$10,000

2018 SPRING SCME

- ✓ Includes being listed as the Official Wifi Sponsor on website and all Press releases.
- ✓ Splash page for your product or site for anyone who signs on to the free wifi.
- ✓ 1-10'x4' Banner hung in prominent area of the show floor
- ✓ Logo in Sponsor'ship section of the website.





50/50 DRAW SPONSOR

\$5,000

2018 SPRING SCME

- ✓ The 50/50 Draw Sponsor for 2018 Spring SCME

✓ Sponsor logo will be included on all marketing for the upcoming season for the Sports Card and -Memorabilia Expo (all print, social, and digital marketing)

✓ Listed as 50/50 Draw Sponsor on the website in the sponsorship section(logos and required marketing collateral to be provided by sponsor)

✓ Logo in Sponsorship section of the website with link to a brief description of company and link to the to sponsors site (logo to be provided by sponsor)

✓ Logo Placement on videoboards, raffle kiosks, and seller uniforms

✓ Opportunity to provide a coupon code on the printed 50/50 draw ticket

✓ Sponsor will have the opportunity to have a hand out to at the front door
- ✓ Sponsor will have the opportunity to hang 1 x 10 x 3 (banners to be provided by sponsor)

✓ Sponsor to be featured in at least 2 Newsletters for each event

✓ Sponsor will be given the opportunity to have one premium full-page ad in both shows Magazines (100,000 units distributed for each show, Ad to be provided by sponsor)

✓ The sponsor will have to opportunity to have up to a 10x20 premium booth space

✓ Sponsor will be provided with 10 VIP tickets for staff and special guest

✓ Sponsor will be provided with 40 single day tickets for giveaways on social and partners

✓ Sponsor will be provided with a 25% family and friends discount code

✓ Sponsor will have first right of refusal for the following Year



A LA CART SPONSORSHIP MENU

2018 SPRING SCME (CONTACT US FOR 20% TWO SHOW DISCOUNT)

<b>Souvenir Bag Sponsor'ship</b> Exclusive Logo on bags handed to all guest at the entrance of the event	<b>\$7,500</b>
<b>10x3 Banner</b>	<b>\$1,500</b>
<b>Full Page in Show Magazine</b>	<b>\$1,000</b>
<b>Half Page</b>	<b>\$500</b>
<b>Quarter Page</b>	<b>\$250</b>
<b>4x4 Floor Stickers</b>	<b>\$500</b>
<b>15 Second Commercial (without sound)</b> Played of 8 strategically placed 50-inch digital displays	<b>\$1,500</b>
<b>30 Second Commercial (with sound)</b> Played on the Stage of Heroes large screen in rotation during dark time and leading into all show programming on the stage	<b>\$2,500</b>
<b>Front Door Handouts</b>	<b>\$2,000</b>
<b>Roaming Brand/Marketing Activation</b> \$2000 team of 2, \$4000 team of 4, \$6000 team of 8	<b>\$2,000 - \$6,000</b>
<b>Logo in Sponsor'ship Section of the Website</b>	<b>\$3,000</b>
<b>Enhanced Website Listing</b>	<b>\$1,000</b>

## SCHEDULE A MEETING

### CONTACT US

We take pride in producing 1st class events. Part of doing it by creating long-lasting partnerships with our exhibitors and Sponsor's. Being flexible to help our clients reach their goals. So please feel free to let us work with you on creating custom packages that will help better fit your needs. Let's sit down together to go over your goals and budgets and create a customised Sponsorship and activation as a partner of the Sport Card & Memorabilia Expo.

We look forward to working with you!

**Steve Menzie**  
President

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416-738-4676

# SPORT CARD & MEMORABILIA EXPO