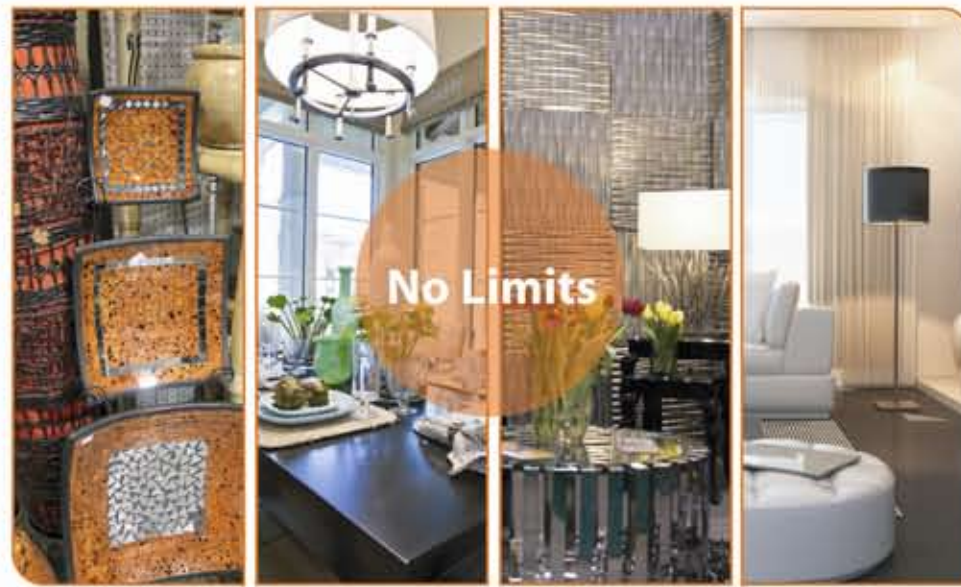


Trade - October 27, 2011
Consumers - October 28-30, 2011

International Centre, Hall 1
6900 Airport Road at Derry



Show Overview

Showcasemarketing.ca is proud to launch the revival of the "Interiors Decor Showcase" event, which ran successfully over 10 years (1994-2004). The Interior Decorating Show will feature the latest residential interior decorating products, services and expertise. Manufacturers, decorator friendly retailers and suppliers once again have an event to sell to Interior Decorators and Home Decor Enthusiasts.

Participate With US

Join today's visionaries and tomorrow's leaders for an action-packed event filled with knowledge, networking, professional development and shopping! There is no limit to what we can do together! If you are a retailer, supplier, manufacturer, then plan today to sell, market, and promote your brand to the perfect visitor mix with thousands of interior decorators plus another 75000 consumers in 4 days only!



The Interior Decorating Show

As this year's sponsors, Interior Decor Resources Canada (IDRC) and Source of Furniture & Accessories (SOFA) wish Showcase Marketing Ltd. the success and support in bringing more new products, ideas, opportunities, and more educational trade seminars to the New Interior Decorating Show.

"Our association has once again provided the platform to meet face to face with thousands of retailers, decorators and decor trade professionals." Dennis Mascall, Executive Vice President, IDRC, (Formerly Walls Windows Furnishings Association(WWFA)).



SOURCE OF FURNITURE & ACCESSORIES



Showcasemarketing.ca has 100 years of combined experience, 250,000 sq. ft. of event space, over 5 million visitors and counting, and this year marks over 50 shows produced! This October the Interior Decorating Show will coincide with the 26th International Home Show - Canada's Largest Fall Show! This is a combination for success!

Learn, Share, Grow

INTERIOR DECORATORS: LEARN from the latest industry developments **PARTICIPATE** in specially sponsored features **VISIT** more than 100 trade show exhibitors and **CONNECT** with your peers!



Trade Show - Thursday, October 27, 2011

Free admission for interior decorating members when registering by October 17th, 2011. Non-members \$20.00, and 25.00 at the door.

FABPlus Seminars - Thursday, October 27, 2011

10am-11am | 12pm-1pm | 2pm-3pm | 4pm-5pm
Don't miss the FABPlus Seminars and enhance your knowledge through a selection of 4 fabulous seminars. Register by emailing Tatiana@idrcanada.org.

Smooze Hour - 5pm-6pm - a mix and mingle event on the show floor. Cash Bar after 6 pm.



Celebrity Speakers



Jane Lockhart BAAID, ARIDO (Int)
Interior Designer
(sponsored by SOFA)



Karl Lohnes
Canada AM and CTV
Decor Expert

The Perfect Visitor Mix

Thousands of local and international decorators have been anticipating the all new show to extend their resources in exquisite decorating products, furnishings, fabrics, colours, coverings, fixtures, and hot new accessories.

Intelligent Marketing for Exhibitors

PROMOTE your latest products to a highly targeted audience.
MARKET your business to the Industry.
CREATE brand awareness.
ACCELERATE the buying process by selling face-to-face.
MORE direct sales. **LAUNCH** products and services.
DEVELOP new markets & **BUILD** new revenue streams.

ADVERTISING EXPOSURE Our experienced publicists work with more than 500 trade and consumer media outlets, including shelter publications, TV news, radio and TV talk shows, daily newspapers, decor blogs, on-line news forums, community print & electronic press and related trade associations national décor industry media, TV morning shows, Facebook and Twitter.



Show Dates - October 27-30, 2011

TRADE ONLY
THURS. Oct 27: **10 am - 8 pm - HALL 1**

GENERAL ADMISSION
THURS. Oct 27: **11 am - 8 pm - HALLS 2 & 3**
FRI. Oct 28: **10 am - 8 pm - HALLS 1,2 & 3**
SAT. Oct 29: **10 am - 8 pm - HALLS 1,2 & 3**
SUN. Oct 30: **10 am - 6 pm - HALLS 1,2 & 3**

To View our Floor Plan

Please visit www.showcasemarketing.ca

Contact US for Exhibitor Information!



Showcase Marketing Ltd.
1110 Sheppard Ave. East
Suite 410
Toronto, ON, M2K 2W2

Phone: 416.512.1305 ext.223
Fax: 416.512.9998
Toll Free: 1.888.508.9999

Email: info@interiordecoratingshow.com
Web: www.showcasemarketing.ca

Exhibitors Benefit From

EASY one floor access with 30 move-in doors. No waiting, no booking times.
FREE Non-Union handling facility. **FREE** Crate storage and dolly use.
FREE 24 hour facility security. **FREE** Standard booth drape (by request).
FREE Aisle carpets cleaned daily. **FREE** Exhibitor badges.
FREE Official Listing in the Floor Plan Handout **FREE** Re-entry for visitors wanting to return. **FREE** Parking for over 6,000 cars.

Exhibit Space Investment

Inline Booth: \$22/sq. ft., **Corner Booth:** \$23.25 /sq. ft. (minimum 200 sq. ft.)
Decorators Den: \$600 - 5' x 5' space & \$1200 - 5' x 10' space.

Sponsorship Opportunities

Align your brand with Canada's foremost decorating event. Don't miss out. Call or click today!
Paul Newdick: T:416.512.1305 Ext. 223, Email: info@interiordecoratingshow.com

