**MEDIA KIT**

**SPONSOR AND EXHIBITOR PACKAGE**

**2021 MUSIC EXPO**

**SAT. JANAURY 23, 2021**

**History of the Event / Important Stats**

* Held annual at the Mississauga Convention Centre – 75 Derry Road West (Derry and Hurontario)
	+ Central location, free parking, close to 407
* <https://www.musicexpo.ca/history-of-the-event>
* Target demographic
	+ Music Fans
	+ Musicians
	+ 18-60 years old
	+ Greater Toronto Area (“GTA”) specific but generally Southern Ontario/Ontario
* Social Media Exposure (approximate members as of February, 2020):
	+ Facebook – 4,000
	+ Email Database – 2,000
	+ Meetup – 2,000
	+ Instagram – 500
	+ Twitter - 100
	+ Linkedin – 10
	+ Other – 500+
	+ **TOTAL = 9000+s**

**2020 Event Summary (4th Annual) – Saturday January 25, 2020**

* Over 1500 registrants (50% from 2019 event)
* 71% from the Greater Toronto Area - Mississauga to Scarborough to North York/Markham
* 29% from outside the GTA – Barrie, Ottawa, Brantford, Bowmanville, Cambridge, London, New Brunswick, Niagara, Montreal
* 35+ musicians and music industry people (140% increase from 2019) including:
	+ Gord Deppe – Spoons/Flock of Seagulls
	+ Greg Godovitz (Goddo)
	+ Alan Cross – 102.1 The Edge
	+ Sharon Hampson (Sharon, Lois & Bram)
	+ Eric Alper – SiriusXM
	+ David Boyd Janes
* Acoustic Stage presented by The City of Mississauga (hosted by Matt Zaddy)
* 25+ exhibitors
* “Record Corner” – sales of records, CD’s, cassettes (Dine Alone Records, Vinyl Vault)
* Partnerships:
	+ Olive Media
	+ EA Public Relations
	+ GeneralMayhem.ca
	+ Mississauga Music
	+ Hook & Co
	+ Canadian Country Music Insider
	+ snapd
	+ Modern Mississauga (Media)

**Pictures/Videos/Media Coverage of The 2020 Event**

<https://youtu.be/7xXb51EI3TM>

<https://www.youtube.com/watch?v=He2Bki3ULos&feature=youtu.be>

[https://www.facebook.com/pg/mississaugamusicexpo/photos/?tab=album&album\_id=2504443836334129](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODhbSEeKPw9AS0WyQrc-EvMefpFYglIZq1KfsNk-r4t1KgZE65R_aDujlk0d9cDL0PM9W7kq-Fkb6nXwwdcHcMQAWLE95IwEBBHZEXK1dXB8XcTh2N59yV7hwPu8nXQcltqFQlUAdS_lvh_AFgn0BeNn3HzBkrTKYQTY4iLpIfAl5zH2cxdW4VdEpz5TZbN9CCJHb0BFX-SHf&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://www.facebook.com/pg/mississaugamusicexpo/photos/?tab=album&album\_id=2506357219476124](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODhbSEeKPw9AS3OTsl2CHuuQKxqgsgat0iG2QtHggFAnrz1lHfSy6R9rmaFilDFJfj9QJg6rCMqK9zlSF3L8vTgArXM6rawEeJYE8LLQMO1w1ks8sducFUkFn6RxRQnIugiHExd6t6Z5ZeHcH0WRYMFhZN4FeY18oWB5T4XtqaGFyC9bxUVQZca97qHjH4VC7cg38OlgCREnI&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://www.instagram.com/p/B707D3Dg-YJ/](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODhbSEeKPw9ASOd4ef7nxHOjBGkBw8uFfZA0SKd4gyPBJgtoKYPXHpASqJBShL-x1_7m6nHXDkAh1wTf-H3OGBwSpsoSQCF5TcYe3TQe9MirIuczsXpMMxKE=&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://southmississauga.snapd.com/events/view/1303150](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODhbSEeKPw9ASchSYP450AYA3Vak3X-5RCsJ3ZI06XjU7ZixAR9ZaGaWCh2O_dbx-VTOIC7dTzoIjAiDU3iGj6gTsItScMneTwTU0Emn3Gstp74_SsGKsQv2cJMlXsrYE48skr7yHEA8H&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://tinyurl.com/ubhgkb5](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODhbSEeKPw9AS556Qmd6YDaiEOsQsrPSOFyGpS8UHjvtRPmXvszh7ykJyfceZTNm5Y5KBeOvyhpR2dW79otj1LNt4Hj82OomEzg==&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://twitter.com/SaugaMusic](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODmrQtWIutpBgQKrhxbWsLybIUuajMP8RZEvzEoPHV0Iazw8zZyT3xJYiECrjGu7lHPZMSBJypLb_CicDxJFk0VFTA311PMnzjXD4umEAfv7y&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://www.facebook.com/events/2393949810626932/](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODhbSEeKPw9ASpseTYmvgIC7g12ydA8cRNHHy5ivVn7FPph2okycyQ9WGAPysdfulO6cAKiqPkeOkuHhXW52Zn3EWsuclEGXBh3wU7wU7zI0XoxribM-vDtwt9pcYjLskMA==&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://www.facebook.com/mississaugamusicexpo/](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODqIedT2RcOWI8XllJ26Dll_CQuBuJQc7CGRDAxeKvue-NYGs-1fHa5xCnCqSkR-rx417XR2GAqDSozuIRHZUwMo9xL1nVSU5OtsLE4OTYXzQgRsLCBvdCcc5y0qW2x9cjg==&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://www.instagram.com/torontomusic\_expo/](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODqIedT2RcOWIgv_tgbV2B_2o_uc59_s6JIqhNW8e42WYt0g8kPc511JuE97qkYqCTXl0Onp97yPFt5hkxi7tZKLJEJZYhRjxAwTYlH0fWDy2F72AigWkodedjQa4y9lOog==&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

[https://www.linkedin.com/events/6591368034491912192/](http://r20.rs6.net/tn.jsp?f=001UR5-0fBylNuYbORCsHetxJWJkBoyQxL0LVCuK9BVcL21XGEVfcOODhbSEeKPw9ASkTdTwppIkGy-KUpHkFfFxmGDq_3UrIgYPP9nyiDmSDhkIeaZKz1rHchAPuwSokgTWrmRu-QoDvDOjDs705yXP-izwnRGQ9QMDqu7sgFTV4qy35P4QV2zHNz1dK4Wwm-j&c=FA0oHzw1rv_guhW-CZ5cX-YkPjel7lPSCQNoUMLbNBGRi7jmPRo51w==&ch=Ogqs7kgNIBXndBCUBZyFwZPl853c63afMjmkSEPMioV0QM31iad2Bw==)

<https://northmississauga.snapd.com/events/view/1303151>

**2021 Music Expo Plans / Goals (5th Annual) – Saturday January 23, 2021**

* Mississauga Convention Centre
* Goal of 3000+ registrants
* Goal of 40+ exhibitors
* Goal of 50+ musicians
* More partnerships expected – example - Country Music Association of Ontario (CMAO), Mississauga Chinese Music
* Continued support from City of Mississauga, TorontoJobs.ca, TorontoEntrepreneurs.ca
* Focused room(s) – general, country, singer-songwriters, urban
* Double floor space
* 100% increase in social media followers over next 12 months (100% increase since February, 2019 – looking to double again)
* (Possibility of a “Music Expo for Musicians Only” conference in Fall, 2020 - Mississauga)

**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

Gold Sponsor - $995 plus HST

- 2 x 8-foot tables with linen

- 4 chairs

- 20-foot wide space x 10-foot deep

- Electricity

- Recognized as “Gold Sponsor” and in all marketing materials

- On-stage announcement (5 minutes)

- Social media

- Logo on all materials

- Post email blast to database

Silver Sponsor - $495 plus HST

- 2 x 8-foot tables with linen

- 4 chairs

- 15-foot wide space x 10-foot deep

- Recognized as “Silver Sponsor” in marketing materials

- Logo on all materials

Exhibitor Round Table - $295 plus HST

- 60” round table

- up to 8 chairs

- logo on marketing materials

Table Top Exhibitor - $195 plus HST

- 1 x 8-foot table with linen

- 2 chairs

- 10-foot wide space x 10-foot deep

**NOTE:**

Sponsors/Exhibitor packages must be purchased online only:

<https://www.eventbrite.ca/e/canadian-music-expo-january-23-2021-tickets-91582157699>

**OTHER SHOWS PRESENTED / SUPPORTED BY TORONTOJOBS.CA**

* Toronto Career Fair (2 x per year) – [www.TorontoJobs.ca/careerfair](http://www.TorontoJobs.ca/careerfair)
* Mississauga Career Fair (2 x per year) – [www.TorontoJobs.ca/careerfair](http://www.TorontoJobs.ca/careerfair)
* TO Tech Career Fair (2 x per year) – [www.TOTechCareerFair.com](http://www.TOTechCareerFair.com)
* Toronto Entrepreneurs Conference and Tradeshow (2 x per year) – [www.TorontoEntrepreneurs.ca](http://www.TorontoEntrepreneurs.ca)
* Toronto Recruiters Conference and Tradeshow (2 x per year) – [www.TorontoRecruitersConference.ca](http://www.TorontoRecruitersConference.ca)
* Selling Your Business Conference and Tradeshow (1 x per year)

These are the largest events of their kind in Canada.

C:/mydocuments/companyin/2021 Music Expo Media Kit February 23.20