



# ANDREA

A S H L E Y

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## HOLISTIC BEAUTY CANADA- TORONTO 2017

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*Think of all  
The beauty  
still left  
around you  
and be  
happy.*

# |EVENT OVERVIEW|

**Date:** May 12<sup>th</sup>, 2017

**Time:** 10:00am-8:00pm

**Location:** The Burroughes, 639 Queen St. W Suite 301, Toronto

## Description:

The event is to bring together Canadian Holistic brands that focus on skin care, self-care and self-love. I want this event to be different in the sense that it won't be vanity focused and instead more self-love focused, teaching and inspiring our attendees how to take care of themselves, nourish themselves and to love who they are, exactly how they are. Embracing their natural beauty, their natural selves.

This event will be all about self-love and healthy skin care and self-care. This will translate to our attendees immediately as there will be a walking facial component as soon as they enter the event, allowing vendors to have the opportunity to showcase to the attendees how to actually USE their products rather than simply smell and apply a small amount at the vendors booth. While this also allows the attendees to start their self-love pampering of delicious products.

Tickets will be purchased at time intervals because of this walking facial component. We will be setting up these product stations as the attendee's first stop- removing any dirt, debris, makeup and have fresh, clean skin before hitting the showroom. The stations will feature 2 or 3 product lines per hour giving attendees options that best suit their needs, and each vendor a chance to be showcased.

There will also be a speaker stage, offering 7 speakers on different topics of skin care, self-care and self-love.

## Schedule Overview:

- 8-10am: Load in, set up
- 10-12: Media and Buyers
- 12-8pm: General Public
- 8-10- Tear down and load out

## Attendees:

300 general admission tickets available for sale (260 time incremented, 40 floater time)

## Media:

Reaching out to Canadian Media, Beauty Bloggers and Buyers to attend the 2 hour exclusive.

# VENDOR OPPORTUNITIES

## Vendor Package #1

Number Available: 6

- \* Selection of one feature station time slot during media/buyer time
- \* Selection of one feature station time slot during general public time
- Choice of booth location on the floor plan; first come first serve basis
- 8 foot table located in Main room, front view as guests arrive.
- \*\* 10 minute speaker time slot on stage during the general public portion of the show
- Feature 2 page spread interview in Andrea Ashley Magazine in the 2017-2018 season

Early Bird: \$495  
After January 15<sup>th</sup>: \$625

## Vendor Package #2

Number Available: 2

- \* Opportunity for products to be on the stations during general public time
- 8 foot table- located in showroom
- \*\* 10 minute speaker time slot on stage during the general public portion of the show
- Featured in "The best of Holistic Beauty 2017 List" in Andrea Ashley Magazine

Early Bird: \$435  
After January 15<sup>th</sup>: \$550

## Vendor Package #3

Number Available: 11

- \* Opportunity for products to be on the stations during general public time
- 6 foot table- located in showroom
- Featured in "The best of Holistic Beauty 2017 List" in Andrea Ashley Magazine

Early Bird: \$375  
After January 15<sup>th</sup>: \$495

*\*Vendors are responsible for having someone accompany their products and to manage their time slot at the feature station and still cover their vendor booth during that time period*

*\*\*Submit top 3 topics of choice to [events@andreaashley.ca](mailto:events@andreaashley.ca) for speaker stage*