



A Delicious Experience™

# 2013 MEDIA KIT

September 27 ~ 29, 2013 • The Toronto Congress Centre

[www.canadasbakingandsweetsshow.com](http://www.canadasbakingandsweetsshow.com)

"This show seems to have cornered the market on everything that's baked or sweet. It's an exciting show."

~ KATHERINE AND SOPHIE, GEORGETOWN CUPCAKE

"I was impressed with the new Baking and Sweets Show. Something for those interested in amateur and professional baking or for anyone else who want to discover new pastry chefs, chocolatiers or new products just coming into the market."

~ DUFF GOLDMAN, ACE OF CAKES

"The Baking and Sweets Show has something for everyone, from novice home bakers to industry professionals. I was thoroughly impressed by the calibre of products, presenters and, of course, samplings. In addition to enjoying demonstrating my top baking tips to an attentive full house, I learned a great deal. This is the place to come to be a step ahead of baking trends!"

~ ANNA OLSON , BAKE WITH ANNA OLSON

"I definitely enjoyed my experience at the Baking and Sweets show. It's a great event for vendors to showcase their talents to the public. From cakes to chocolate to candy, there's so much to see!"

~ BUDDY VALASTRO , THE CAKE BOSS

# 20,000 VISITORS SOMETHING'S BAKING HERE

## A MARKET IN ITS PRIME

The baking and sweets industry is capturing a market in its prime at **Canada's Baking and Sweets Show**. The baking landscape in North America has changed dramatically over the past few years, with most people baking at home at least a few times a month, and others who have started their own small boutique bakeries to live out their dreams. Whether its sweets or savories, the whole industry is booming, and catering to all kinds of market segments that are trying to join this revolution.

"I came on the opening day to see Duff Goldman. It was a wonderful demonstration. He has a great sense of humor. The show was very nice, lots of wonderful vendors. I look forward to next year!"

~ HOW SWEET IS THAT?

"Terrific show! Excellent time this year!"

~ CANADIAN CAKE DECORATORS

## ABOUT THE SHOW

**Canada's Baking and Sweets Show** was inaugurated in 2011 as a response to the prime market as noted to the right. It was our attempt to provide an interactive platform to North America where people from various industries could connect with the baking and sweets world; and learn, enlighten, and taste the very best. The show is novel and exemplary as being North America's only consumer event completely dedicated to the baking and sweets industry. It offers a stage for a diverse gathering of baking stars, chocolatiers, master chefs, confectionists, and world-class celebrities to mingle with a discerning audience with a passion for baking, for a show that is fun-filled and family-oriented, with live demonstrations, exceptional classes, and sensational competitions.



"The show was real fun! I'm glad I travelled all the way to see it. Learned loads and the participants are very friendly!"

~ MEGALI PERAULT

"Such an amazing time at the show ... it is now a yearly tradition".

~ ROBYN REGO

## THE NUMBERS\*

- 88% of attendees are women, of this 78.6% are 25–54 years of age
- 30.4% are women 25–34 years of age
- 52.5% have children
- Of that total, 78% have 1–3 children
- 95.2% bake at home
- 52% bake more-than-once-a-week or definitely once a week

\*Demographic and Market Data selected from online ticket purchases & onsite event contests at 2011 and 2012 Canada's Baking and Sweets shows.

# STARS, FOOD AND FUN

## A UNIQUE AND REMARKABLE NETWORK

As North America's first and biggest event dedicated to baking and sweets, **Canada's Baking and Sweets Show** brings together a unique and remarkable network of industry professionals, providing them a perfect opportunity to meet, introduce, and increase their brand and/or product awareness. Connect with baking and sweets vendors, suppliers, and educationists to learn the latest trends and tools of the industry.

**Engaging Features** – a great three-day event for the entire family. Even kids have their own area to demonstrate and be inspired.



**World Class Celebrities** – some of the best names in the baking and sweets industry has graced the stages at CBSS: Buddy Valastro of Cake Boss, Duff Goldman of Ace of Cakes, Georgetown Cupcake, Anna Olson, Vancouver's Cupcake Girls among others.

**Top Level Competitions** – the thrill of the competitions and the continuous excitement and drama over three days keep the audience engaged and delighted.



## Main Stage

This is where the competitions are held and the stars of the show perform. Here world-class celebrities like Buddy Valastro of Cake Boss, Duff Goldman of Ace of Cakes, Georgetown Cupcake, Anna Olson, and Vancouver's Cupcake Girls hold live demonstrations to enthusiastic and eager crowds of show goers.

## Demo Kitchen Stage

An eclectic gathering of chefs and industry professionals will give you insightful presentations to the art of baking and sweets. Engage in a variety of live demonstrations, which range from baking equipment expertise, to chic kitchenware that will change the way you look at the art of baking and sweets.

## International Way

A very unique 'sweets street' that will be lined with booths featuring sweets from across the globe. From pumpkin pies at Thanksgiving or shortbread cookies at Christmas; to the global world of candy, chocolates, desserts, and other sweets, this is the place to dig those wonderful creations.

## Cake Design Academy

With demonstration and hands-on classes, some of North America's biggest names like Margaret Braun, Jorg Amsler, Julie Bashore, and Rosalind Chan, will give you special insights into the art of baking and cake making. Keep up and rediscover your passion for baking and decorating from the industry's best.

## Bake-offs

Be mesmerized as all the contestants transform simple ingredients into gourmet masterpieces, ranging from contemporary to the traditional. We bring master chefs (Professional Baking Competition) and passionate home bakers (Home Baking Recipe Competition) who unleash their creativity as they aim for the coveted first place in their respective categories.

# SHOW HIGHLIGHTS

## Wedding Quarter

At the Wedding Cake Quarter you will see cakes that are tiered high, or decorated ornately, and some that are simple yet elegant. Inspirations come from everywhere, and each of the wedding cakes displayed here are imbued with great ideas and amazing craftsmanship.

## Theme Cake Gallery

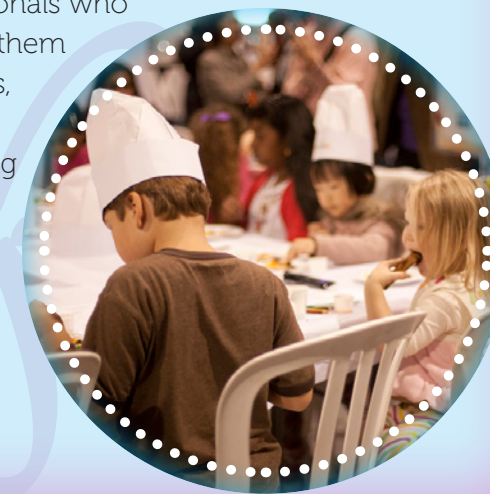
This year as we pay tribute to Lewis Carroll's genius by making 'Alice in Wonderland' our show theme, the cake gallery will simultaneously showcase the stunning craftsmanship of the talented baking professionals and cake makers.

## Celebrities

Bringing together North America's biggest names in the baking and sweets industry, CBSS 2013 will engage and attract its loyal fans and audience to a great opportunity, to meet and be inspired by their baking heroes, and motivators.

## Family Zone

Here, our young visitors are introduced to the world of baking. Instructed by qualified and fun-baking professionals who will patiently guide them through the process, they will have a hands-on decorating experience.



# CONNECT COMMUNICATE CATER

RIGHT AUDIENCE.  
REAL-TIME.

## Why Canada's Baking and Sweets Show 2013?

Being the only event dedicated solely to the baking and sweets industry, it is the largest platform and venue to connect and expand your business, market and sell your products and/or services, attract and build your customer base, besides demonstrating and pledging loyalty to the most important industry event.



"Artsy Baker has been working the ... Baking and Sweets Show since its launch in 2011. We appreciate all the hard work that goes into planning such an innovative show that attracts thousands each year and we are delighted to be part of this one of a kind show for many years to come."

~ ANTONELLA CELLINI, PRESIDENT OF ARTSY BAKER

All exhibitor packages are customized for each vendor, depending on what they are investing. We at **Canada's Baking and Sweets Show** partner and promote our exhibitors in the most lucrative way so that their interests are well represented and leveraged.

Exhibiting offers you the chance to:

- Showcase new Products
- Maximize Brand Visibility
- Sample and Sell
- Interact with Customers
- Drive Sales pre and post show
- Grow your Business

# EXHIBITOR PACKAGES

Canada's Baking and Sweets Show offers customized packages to suit every budget from boutique brands to global suppliers. Here's a brief outline of what this includes:



- Link on website
- Listing in event show guide
- Opportunity to include a promotion or participate in our CBSS newsletter contests
- Full operational support
- Show Tickets

"We were at the Baking and Sweets show for awareness but most importantly to generate new customers for our business. This was a busy show and that helped us to easily reach our objectives."

~ STAN SNIEG,  
IGLOO FOOD EQUIPMENT

"This was a fabulous show!... we were amazed at the instant reaction... The attendees came with wallets in hand ready to buy. We do 15-20 trade shows a year - many food and wine and have to say that this show was the highlight of our season ... outdoing some of the other big name shows that have 35,000+ attendees. The show was a great design and layout for exhibitors. We will highly recommend your show to the other vendors we meet over the next few months! Bravo guys - great job!"

~ SUSAN PLOMBOHM,  
HOT MAMAS FOODS INC.



# COMMUNITY

## ENGAGE 365 DAYS, 24/7

### LEVERAGING THE TRUST



When Canada's Baking and Sweets Show was launched in 2011, it was the only event of its kind to offer a dedicated platform to baking and sweets professionals and enthusiasts of North America to connect and exchange their knowledge and expertise. A ground-breaking idea that has successfully taken off since and created a loyal fan base of **10,500+**.

As leaders of this concept, we have built a community of baking and sweets aficionados who participate and spread the word. Whether you are looking for professionals, educators, serious hobbyists, or just dreamers with hopes of being someone in the baking and sweets world, here's the place where you will find them all.

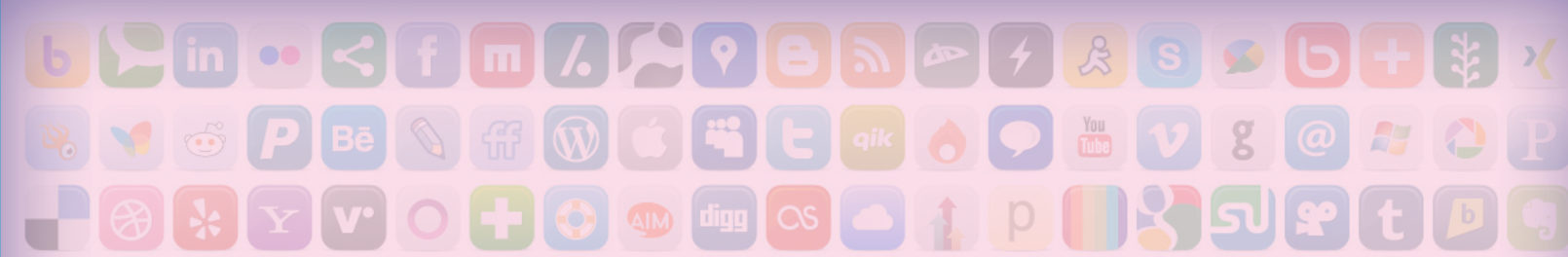
They believe in CBSS, and are loyal brand ambassadors advocating and championing who we are. In short, we have in less than three years built an intricate tapestry of loyalty and trust, which you can see in its full import at the show. Therefore, if you become a part of CBSS 2013, either as an exhibitor, or sponsor, we can ensure a very special and profitable experience that will help you to grow your brand and visibility in a very short time.

### Target Audience

The show represents a very broad spectrum of who's who in the baking and sweets world. So if you are a part of this industry or targeting this segment, Canada's Baking and Sweets Show 2013 will be the ideal place to mix and mingle with the baking fraternity of North America.

Over three days you will have unabashed access to our loyalists and fans, a face-to-face interaction and opportunity to sell your product and/or services, and win customers. All this over 60,000-plus square feet of space, in a fun-filled and magical environment, among people who believe in baking and sweets.

The CBSS 2013 is a gathering of the North American baking and sweets industry professionals under one roof. What better way to gain mileage for your brand, for your company, for your services?



### SOCIAL MEDIA AND THE CBSS COMMUNITY

We at CBSS have a dedicated team of social media experts who engage our fans and customers through various social media channels – Facebook, Twitter, Pinterest, and Instagram. Monthly competitions, seasonal promotions, and other sponsored campaigns are a part of our social interaction.

We, as leaders of the baking fraternity are always ahead of news and views of the industry, and make sure that our fans and

followers get an insight into it before anyone else. This has helped us to forge and build a community of experts, and professionals who educate and entertain the CBSS fan base.

Our monthly newsletter is another important part of this communication. Here, you will find recipes, chef profiles, latest industry news, and competitions that will keep you connected to CBSS, and help you to be a part of an ingenious baking and sweets fan base.

### MARKETING AND PR

The CBSS has a marketing team of experienced and enterprising professionals who have an in-depth knowledge of the baking and sweets industry specifically to reach the right audience. We leverage all the social media, which include social curation and media sharing, besides the traditional methods, like broadcast and print, to convey and communicate our message.

Our PR works round the year to monitor, resolve, and keep our customers informed and happy. We work very closely with our sponsors and exhibitors to ensure and ascertain that all marketing channels have been explored in communicating the message successfully.

# GET YOUR SHARE OF THE PIE.

NORTH AMERICA'S LARGEST BAKING AND SWEETS EVENT



## Sponsorship Opportunities

In today's world connecting with your audience is all about visibility and immersion. So get noticed at the **Canada's Baking and Sweets Show 2013 (CBSS 2013)** by being a sponsor. There are many ways to do this, from full feature area sponsorship to product lines.

Whether you are directly a part of the baking industry, either through your product or services, or you just wish to make inroads to a diverse audience of food lovers, families, baking and sweets loyalists, and industry professionals, sponsorship in any form at **Canada's Baking and Sweets Show** offers you to reach out and champion your brand.

**CBSS Newsletter** – gives you the access to a targeted audience

**Social Media** – allows you to interact, educate, and enlighten an online community of baking and sweets fans.

## SPONSORSHIP PACKAGES

The main feature areas of **CBSS 2013** offer the perfect opportunity for sponsoring your product and/or company.

Alternatively you can choose to be a part of other sponsorship opportunities that we provide at the show. Please contact our team for discussing any of the following or for a more customized sponsorship opportunity.

### Feature Sponsorship

Please contact **Canada's Baking and Sweets Show** team to find out which features of the show are still available for sponsorship in 2013.

### Onsite Sponsorship

We can represent you and/or your brand in the most exclusive way to the show goers and your audience at **CBSS 2013**:

- Category exclusive sponsorships
- Feature Area
- Show Bag Sponsorship
- Show Bag Inserts
- Show Guide Advertising
- Newsletter Quiz prize placement

### Online Sponsorship

At the **CBSS** website all sponsors' brand messages will be seen and noticed by a multitude of baking and sweets consumers, industry professionals, and other related vendors, throughout the year.

"We are thrilled once again to be the presenting sponsor for Canada's Baking and Sweets Show. It is such a great opportunity for home bakers from across Canada to come together and share their passion."

**NANCY GAVIN**  
Manager,  
Brand Development  
Redpath Sugar Ltd.

Contact the team today by calling 416 200 6328  
or emailing [info@canadasbakingandsweetsshow.com](mailto:info@canadasbakingandsweetsshow.com)  
[www.canadasbakingandsweetsshow.com](http://www.canadasbakingandsweetsshow.com)