



AUTOS 40TH W

40TH ANNIVERSARY

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T H E L E G A C Y



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THE LEGACY

The image features a dark, heavily textured background that resembles weathered stone or concrete. A horizontal band, slightly darker than the rest of the page, is positioned in the upper third. Within this band, the words "THE LEGACY" are written in a bold, serif, all-caps font. The letters have a subtle glow or shadow effect, making them stand out against the dark background. The overall aesthetic is gritty and somber.

THE LEGACY

FOUR DECADES OF EXCELLENCE



In 1974, Toronto witnessed the birth of a new era of auto shows in Canada. It was a retail show back then.

Automotive enthusiasts from all over the city had a chance to see the latest cars, experience a showcase of the past and take in a day of fun with family and friends. What followed was incredible growth, as the AutoShow became the premier Show in Canada, that manufacturers, exhibitors and visitors looked to for the latest trends and innovations.



That innovation and dominance across the country earned the AutoShow recognition globally at the turn of the millennium, as a leader in providing The Total Automotive Experience. It had a diverse audience, was the most important industry event in the country and demonstrated innovative approaches that had only been seen at shows in other parts of the world. Quite simply — it was the best. From that point on, it became known as The Canadian International AutoShow.

Four decades of compelling story telling. The 2013 Canadian International AutoShow combines a glorious past, the best of the present and visions of the future. From the cars that your parents loved, to the ones that your grandkids will drive, AutoShow has a heritage that has become a part of Canadian history.

AutoShow is a brand that is synonymous with excellence. **The biggest. The best.**



THE BRAND. THE LEGACY.

As the 2013 Canadian International AutoShow marks the 40th Anniversary of the largest consumer show in Canada, it acknowledges not only its heritage and impact on the marketplace, but also sets the stage for the future of things to come. AutoShow never stops and is always pursuing the next best thing. Is there a new trend? An emerging technology? A niche market? These are questions exhibitors and manufacturers want to know and look to the AutoShow for answers. If it exists, AutoShow will know about it. The Canadian International AutoShow is the showcase where the sum of these concepts and ideas come to life — all under one roof.



The AutoShow brand is the epitome of success and it recognizes that the promise of the Show's brand includes you: the sponsor, the exhibitor, the manufacturer and the media partner. Your commitment to the Show is what has made the AutoShow what it has been in the past, what it is today and what it will be in the future. **That's The Legacy.**
It's our brand. It's your brand. We invite you to be a part of it.



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THE LEGACY

DISCOVER



CONNECT



EXPERIENCE



THE AUTOSHOW DELIVERS

With over 600,000 square feet of state-of-the-art exhibit space, more than 315,000 visitors and the most innovative and customizable promotional programs in the business, the AutoShow has the ability to reach an audience well

beyond the borders of the Show itself. No other venue delivers that many people aged 25-55 with a 70:30 male to female ratio. AutoShow is about excitement, diversity and the consumer experience, and is equipped with the expertise and the team to deliver exactly what you request, to reach your company's goals and aspirations.





BE A PART OF THE LEGACY

In 2012, AutoShow had 316,751 visitors pass through its doors. That easily maintains its status as the largest consumer show in Canada. Why do people keep coming back? Simple. At the Canadian International AutoShow, visitors of all ages **discover** the marvels of the industry, **connect** with your exhibits and promotions and **experience** the rewards of a show like no other. Whether it's discovering new fuel-efficient technologies in the Eco-Drive Showcase, connecting with your brand experts or experiencing the wonders of Auto Exotica — the world's finest cars, AutoShow delivers on its promise — to be the biggest and the best Show in Canada.



Use AutoShowTV to reach more than 2,700,000 adults in Ontario alone with sponsored segments and your 30 second commercial. Sponsor AutoShow WebTV and feature your own customized short program through the Show's YouTube channel and across its social media platform. Brand just about anything onsite with Time2ad's dazzling fully customized graphic wraps. Feature your brand on AutoShow.ca and combine it with our vast and growing social media audience. Take advantage of our diversity programs such as the Bollywood dancers or the Chinese promotional program. Or tell us your specific goals and we'll build a program customized just for you. It's all available at the AutoShow.



When you take part in the Canadian International AutoShow, you open a world of opportunities. The 2013 Canadian International AutoShow is the single stop where YOUR customers will be discovering your brands, connecting with your offering and experiencing what is known as the biggest and best AutoShow in Canada.

We invite you to be a part of The Legacy.



THE LEGACY

FEBRUARY 15 - 24, 2013

THE CANADIAN INTERNATIONAL AUTOSHOW

METRO TORONTO CONVENTION CENTRE, NORTH & SOUTH BUILDINGS

