

*A bold move! A different approach!  
A huge boost to your selling success!*

For the first time ever, SAXibition partners with the giant *CRFA Show*, to create a unique “show-within-a-show”!

The 13<sup>th</sup> Annual



**SAXibition**<sup>®</sup>  
SUPER ACCOMMODATION EXHIBITION

will be held inside the 2012 CRFA Show,  
Canada’s premier event for our industry!

March 4-6, 2012

Direct Energy Centre, Exhibition Place  
Toronto, Ontario

*An incredible opportunity for you to reach over 13,000 industry professionals,  
including INDEPENDENT Ontario innkeepers: owners & managers!*

**ONTARIO’S LARGEST ACCOMMODATION-SPECIFIC TRADE SHOW  
JOINS WITH CANADA’S LARGEST HOSPITALITY TRADE SHOW!**

Inside the CRFA Show, the SAXibition Marketplace will let you easily reach  
**THOUSANDS** of operators of motels, inns, hotels, resorts,  
bed & breakfasts, lodges and restaurants.

*WE MAKE IT EASY - AND AFFORDABLE - FOR YOU TO EXHIBIT! See inside .....*

Buyers from all types of Ontario accommodation businesses will be at the CRFA Show and the SAXibition Marketplace to see the latest products & services ... so *YOU want to be there!*

**WE MAKE IT EASY - AND AFFORDABLE - FOR YOU TO EXHIBIT  
AT THE SAXIBITION MARKETPLACE:**

- ☺ **Turnkey Booth:** All you have to do is set up your products for display! Your booth fee buys you a fully-constructed hardwall booth with counter that includes storage space, signage, carpeting, and two-aisle corner exposure. Booth size: 6'6" x 5'6". All booths in our SAXibition Marketplace will have a pleasing uniform look.
- ☺ **Affordable Fees:** Only \$1,800 per turnkey booth for OAA supplier members for the three-day show (almost **\$1,000 less** than a plain, standard, draped, uncarpeted corner booth space in the main CRFA Show with no table or signage!).

**ONLINE SAXIBITION  
MARKETPLACE:**

*Bonus!* A major value-added enhancement for all SAXibition exhibitors, at no extra cost to you! A virtual reality SAXibition Marketplace on our show's website: [www.saxibition.ca](http://www.saxibition.ca). The entire floor plan will be posted online, with booth spaces showing the names of the exhibitors. Clicking on an exhibitor's booth space, will let buyers see all the **Show Specials, New Products and Free Prize(s)** that the exhibitor will have at their booth on show day.

*There's more:* our online SAXibition Marketplace will continue for **six months after the show**. Clicking on exhibitor booth spaces during this period will route visitors directly to the exhibitor's homepage. Since many innkeepers purchase products during the six months after SAXibition, this feature will facilitate that.

**MAJOR INDUSTRY EVENT:**

SAXibition is now part of the giant CRFA Show, Canada's largest hospitality event. The Annual Meeting of the 700-member Ontario Accommodation Association will be held on site at the CRFA Show, plus many innkeeper-specific seminars. All OAA innkeeper members will receive **FREE** admission to the CRFA Show - a great incentive for them to attend!

**PROFITABLE FOR YOU:**

SAXibition is held in early March, at the start of innkeepers' buying cycle for the 2012 tourism season. And our unique online **SAXibition Marketplace** keeps the show selling for you until **September 30, 2012**.

**Put Yourself on Display at SAXibition 2012 inside the CRFA Show! Let our Quality Visitor Audience of Decision-Makers know You Want Their Business! *Don't Miss Out!***



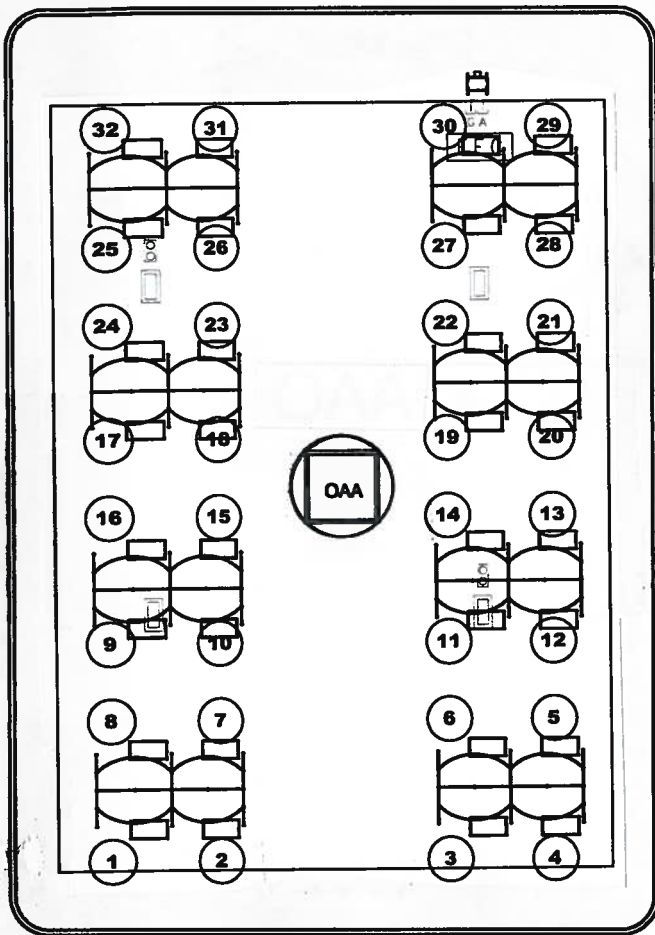
SAXIBITION IS OWNED AND MANAGED BY THE ONTARIO ACCOMMODATION ASSOCIATION. Founded in 1949, the OAA is the non-profit trade association representing Ontario's independent accommodation industry. © OAA name/logo and SAXibition name/logo are the registered trade-marks of the Ontario Accommodation Association.



# FLOOR PLAN, 2012 SAXIBITION MARKETPLACE INSIDE THE CRFA SHOW, TORONTO

## INCLUDED IN YOUR BOOTH FEES

- ✓ Turnkey, fully-constructed 6'6" x 5'6" hardwall corner booth space, complete with carpeting, counter with storage space, signage, and two aisle exposure.
- ✓ Free posting of your company on our unique online **SAXibition Marketplace**, prior to and six months after show day, at [www.saxibition.ca](http://www.saxibition.ca)
- ✓ Free admission for two company representatives per 6'6" x 5'6" booth space.
- ✓ Free company listing in Show Guide.
- ✓ Free nightly booth cleaning.
- ✓ Free material handling/drayage.
- ✓ **50% discount** off online registration to the CRFA Show for your clients and potential clients.
- ✓ Security of exhibit area overnight.
- ✓ Storage area for packing materials.
- ✓ Professional assistance prior to show, and on site.



## BOOTH FEES

- \$1,800 for Allied Member companies of OAA. Allied Member companies also enjoy a loyalty builder program at the show.
- \$2,100 for non-member companies.

## OTHER SERVICES

- Rental of chairs, other furniture, electrical power, floodlights, and pre-show storage are available at extra cost. Exhibitor's Manual and Order Forms will be available to successful applicants.

**WELL-POSITIONED:** the SAXibition Marketplace is located near the Entrance to the CRFA Show.

## PRODUCT DEMOS

**BONUS!** All confirmed exhibitors at our SAXibition Marketplace will have the opportunity to deliver a 50-minute Demonstration or Seminar on their products/services, at NO extra cost to you! Your demo/seminar will be publicized throughout the entire CRFA Show! A powerful value-added incentive to exhibit at SAXibition!

## HOW TO RESERVE SPACE

Review Floor Plan. Then complete the enclosed Exhibitor Booth Space Application Form/Invoice, indicating your preference of location and runner-up choices. Send to the **Ontario Accommodation Association**, with your **payment in full** (cheque or major credit card). All space allocated based on receipt of Application and fully-paid booth fee at the OAA office, on a first-come, first-served basis.

## PEOPLE COME TO MAKE A DEAL

- ▶ The CRFA Show is Canada's largest annual hospitality show. Visitors either buy at the show, or make commitments for later purchases.

## ATTENDEE PROFILE

- ▶ Owners/operators/managers of Ontario motels, inns, hotels, resorts, B&Bs, lodges, or restaurants.
- ▶ Many OAA innkeepers without foodservice eagerly visit the CRFA Show.
- ▶ The CRFA Show gets over **13,000** industry professionals, including Chain Executives, Independent Owner/Operators, Chefs, and Buying Managers.
- ▶ **Attendees will come from all over Ontario.**

## ADMITTANCE RESTRICTION

- ▶ Admission to the CRFA Show and the SAXibition Marketplace is restricted to industry personnel 19 years and older by controlled registration. General public are **not admitted**.

## WE MAXIMIZE YOUR SUCCESS

- ▶ Many aggressive tactics to maximize show attendance, including direct mail and email advertising to Ontario innkeepers, both members and non-members of OAA.

## FOOD & BEVERAGE SAMPLING

- ▶ Hot & cold food & alcoholic beverage sampling is permitted at the CRFA Show.

## GREAT ROI FOR YOU:

- ▶ Trade shows return \$4 to \$6 for every \$1 of investment. (Source: *The Return on Investment of U.S. Business Travel Study, 2009, U.S. Travel Association.*)

## SALES & SALES LEADS

- ▶ SAXibition 2012 delivers qualified innkeeper buyers to a convenient Toronto location. OAA will strongly encourage innkeepers to attend, even providing OAA members with FREE admission.
- ▶ 75% of exhibitors at the 2011 CRFA Show rated their results as excellent, very good, or good.

## FOR YOUR CONVENIENCE

- ▶ **Special accommodation rates** at the six downtown Toronto host hotels for the CRFA Show. Free shuttle bus service between the hotels and the show.

## SHOW DETAILS

- Location:** Direct Energy Centre, Exhibition Place, Toronto, Ontario
- Show Dates:** Sunday - Tuesday, March 4-6, 2012  
**Show Hours:** Sunday - Monday, 10:00 am - 6:00 pm  
Tuesday, 10:00 am - 4:00 pm
- Move In & Set Up:** Saturday, March 3, 2012  
(for SAXibition Marketplace)
- Move Out:** Commences Tuesday, March 6, 2012 at 4:00 pm

## OUR PROMISE:

The SAXibition Marketplace inside the CRFA Show will be **heavily promoted** to buyers in the entire Ontario accommodation industry: motels, inns, hotels, resorts, lodges, B&Bs, and restaurants.

  
**SAXibition**®  
SUPER ACCOMMODATION EXHIBITION

Inside the CRFA Show, Toronto

[www.saxibition.ca](http://www.saxibition.ca)

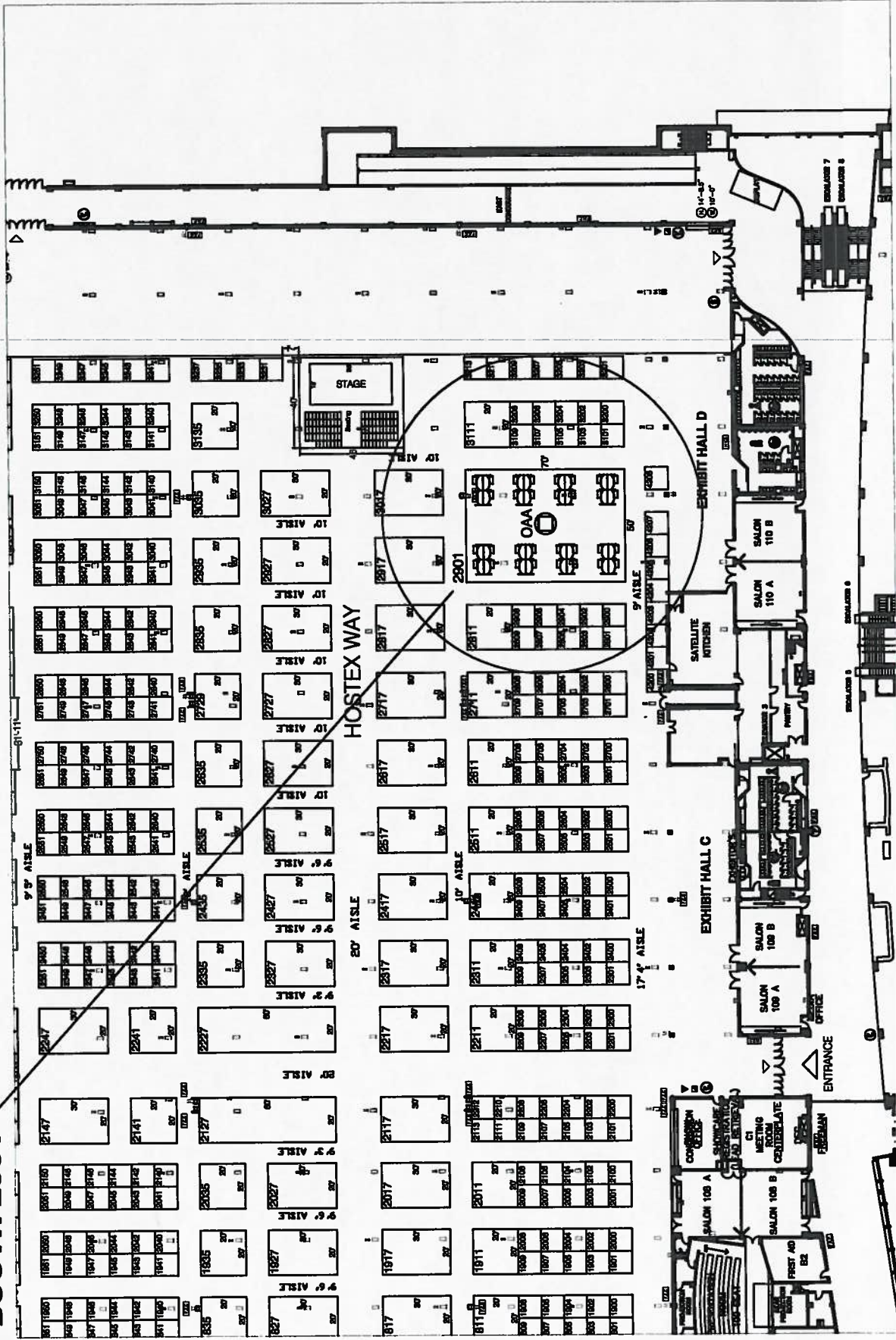


**For further information contact:** Ontario Accommodation Association

347 Pido Road, Unit 2, R.R. 6, Peterborough, Ontario K9J 6X7 ☎ Toll-free 1-800-461-1972 or 705-745-4982

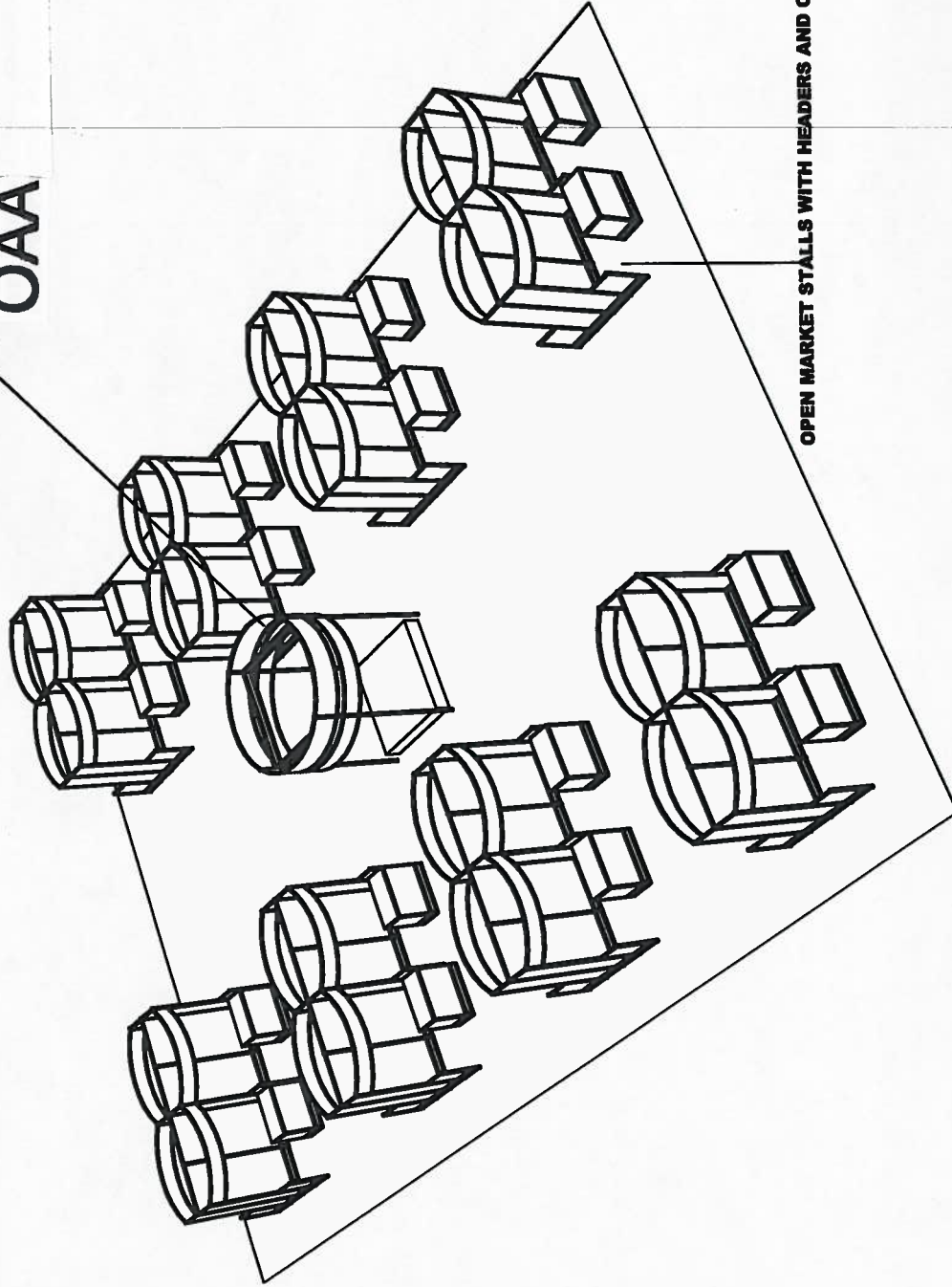
Email: [info@oaa.travel](mailto:info@oaa.travel) ☎ **For the latest details, go to [www.saxibition.ca](http://www.saxibition.ca)**

**CRFA: OAA 50' X 70' FEATURE AREA  
BOOTH 2901**

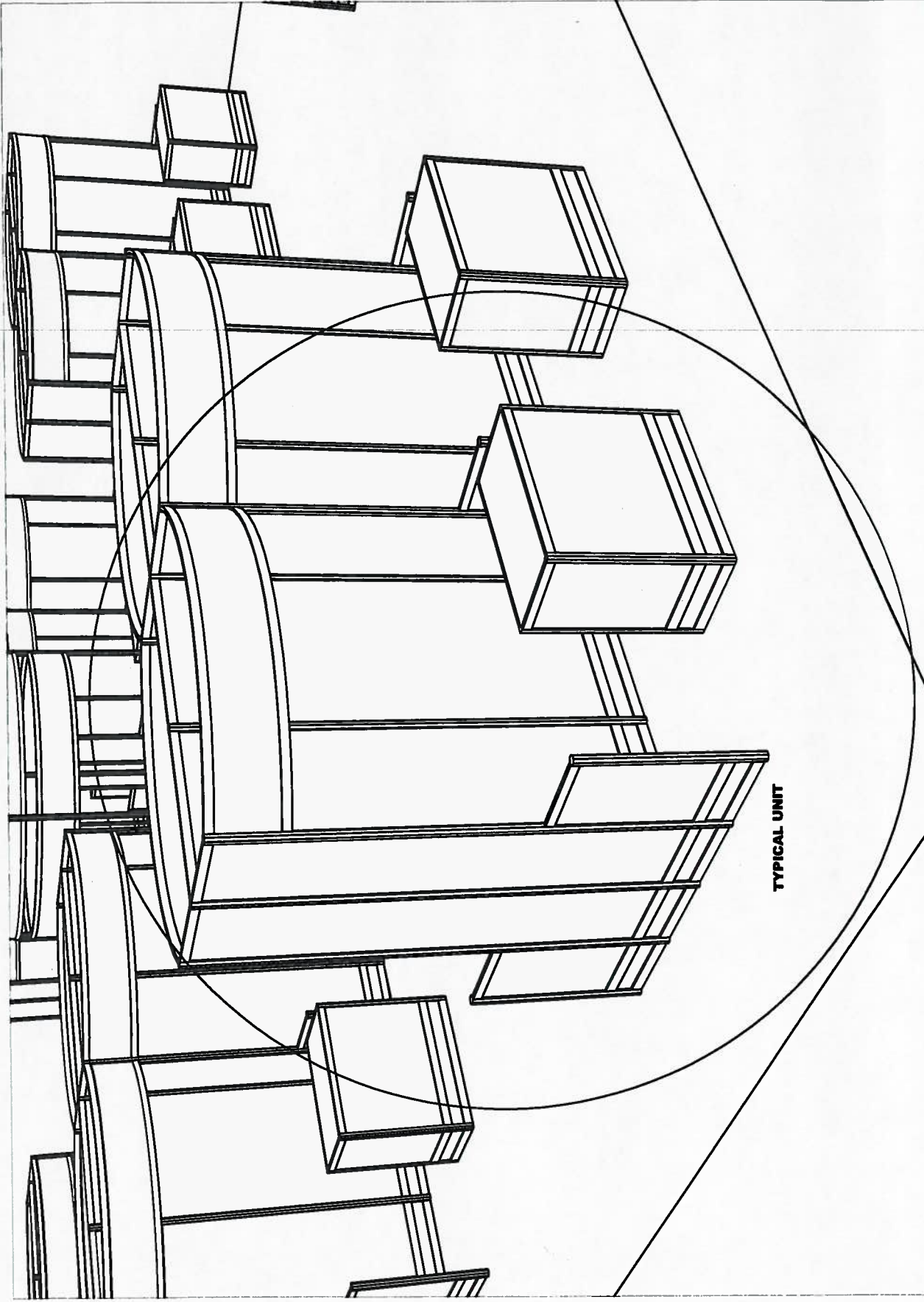


**CRFA: OAA 50' X 70' FEATURE AREA  
BOOTH 2901**

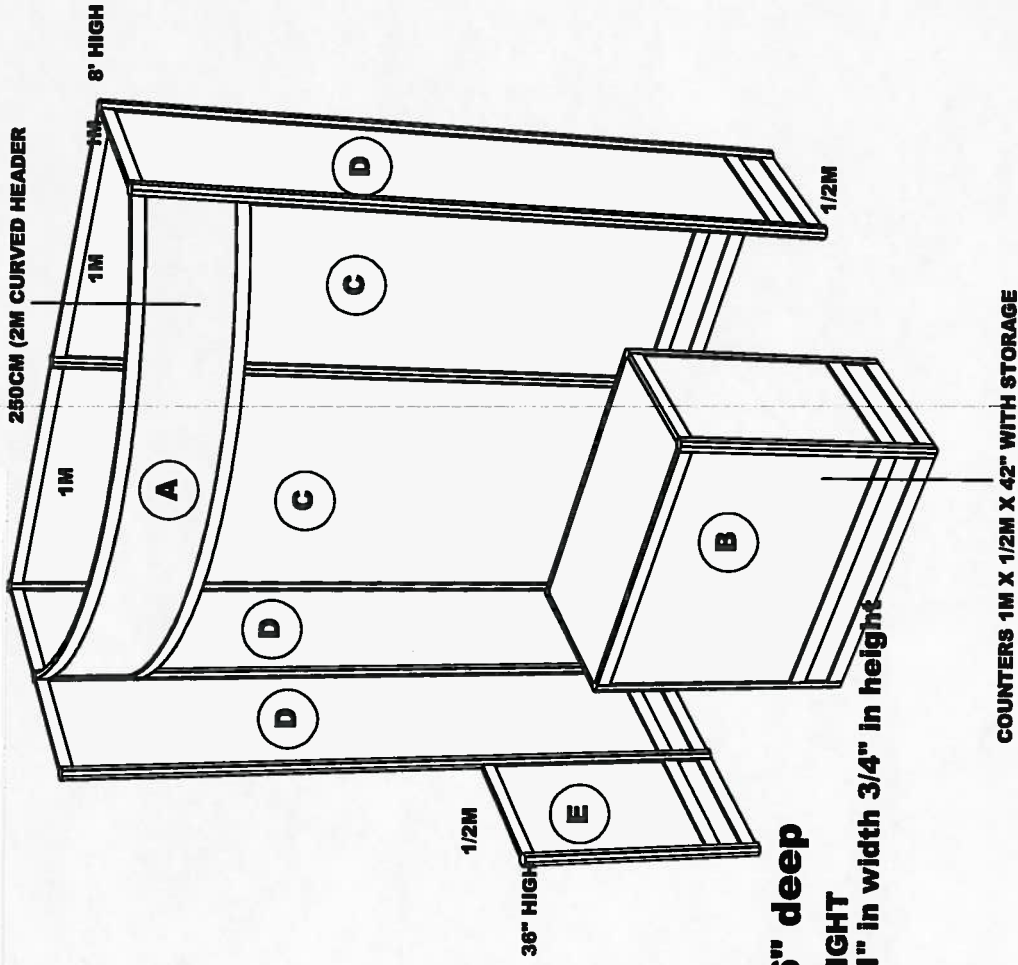
**OAA**



**OPEN MARKET STALLS WITH HEADERS AND CABINETS WITH STORAGE**



TYPICAL UNIT



**TYPICAL UNIT**  
**approx 6'6" wide x 5'6" deep**

actual panel sizes WIDTH X HEIGHT  
 for visual panel sizes subtract 1" in width 3/4" in height

- A** 86-1/4" X 11-7/8"
- B** 38-1/8" X 33-1/8"
- C** 38-1/8" X 87"
- D** 18-3/8" X 87"
- E** 18-3/8" X 27"

COUNTERS 1M X 1/2M X 42" WITH STORAGE

PERSPECTIVE VIEW