



# The Man Show



## Your “Man Show” Experience = Success

Everyone will agree that marketing and media have changed dramatically over the past few years. Businesses are overwhelmed with advertising and promotional ideas each and every day. Time constraints impact the way people buy and make their consumer decisions.

The “Man Show” will create a fresh environment as well as the vehicle and venue to build the important relationships necessary in today’s marketplace.

There are as many advertising options available to you as you have the money for: Newspaper, radio, television, internet, mail, magazines, outdoor placements...

They are all effective when used correctly, the timing is right, and their visibility level is suitable for your product or service. The strength of the “Man Show” is that all these mediums are utilized to your advantage in a four week campaign to promote one convenient three day window.

Every sales person and business owner understands that personal contact is most effective. You can shake hands and begin building relationships with your prospective customers. Let’s face it, relationship building is the most effective way you will do business in these ever changing competitive times.



### The “Man Show” will:

- Allow you the opportunity to create or enhance positive public relations for your business
- Allow you to brand, generate leads and sales, provide important market research and strengthen marketplace credibility
- Allow you to create a strong first impression in a positive, comfortable, unique atmosphere to help you build a continuing presence within a target demographic

“THE ULTIMATE TRADE AND CONSUMER EXPERIENCE”

## The Concept

The “Man Show” concept was created in support of the Law Enforcement Guardians. The Law Enforcement Guardians are a Provincial group of Law Enforcement members and committed volunteers who have devoted their time and efforts to Saskatchewan’s Youth In Need. The Guardians are committed to helping several local and Provincial charities with the objective of helping today’s youth grow into leaders of tomorrow.



## The Community

When you do business with the Man Show, you do more than seize the opportunity to promote your business and increase your potential for success. You will be giving back to your community. The Man Show is committed to the Law Enforcement Guardians and our Youth In Need who will receive funding from every show every year.

## The Opportunity

It’s the ideal opportunity for you to showcase your products or services to a large, enthusiastic, target audience. This exciting 3-day event will focus on the major passions of men.

Automobiles, motorcycles, recreational vehicles, electronics, fashion, home audio, fitness, health, tools, the best bbq’s, renovation tips, hobbies, security products, cameras, computers, all the stuff every man wants and desires for his home, garage, office, yard, cabin, or personal tool box. Oh, and did we mention prizes, food and beverages! What do all these and much more have in common??

**MEN!!** Men love spending time and money on their toys, hobbies and the latest trends in the marketplace. (Plus of course their families and loved ones.)

If your business targets MEN, then The Man Show is for you!!

Men want to explore new ideas and products in an atmosphere that is comfortable, unique, and offers unending potential and options. The Man Show will be transforming a total of over 100,000 sq. feet of show space into a lounge atmosphere which is going to offer the perfect setting for business and relaxation.

## Suggestions to ensure success once you have secured booth space at "The Man Show"

1. Confirm why you're there and what you want to accomplish. Leads? PR? Branding?
2. Send your most successful employees to the Man Show. It may also be the place to train rookies, or let them watch and learn.
3. Be sure your team working the Man Show knows what your main objectives are, and make everyone accountable for what the results are going to be. This will be achieved through the reporting systems you develop. A lead or sales log can be a great way of measuring results and holding staff accountable.
4. How many staff will you need to achieve your goal? Remember, on average it will take 6-7 minutes to effectively speak to a qualified contact at the Man Show.
5. Make a list of everything you need or may need to successfully run your booth.
6. Do a mock up of your Man Show booth before the show, so that you can make changes if necessary.
7. If sales are your goal, how are you going to achieve that? Think about booth setup, taking credit cards and interac. Where will you set up your cash table? Be specific and think through all the details in order to ensure your success. Be sure there are no surprises that might affect your ability to achieve your goal.
8. Ensure that your signage is professional, concise, and has the name of your company/business and contact information if applicable.
9. Think about how you will measure your results after the Man Show.
10. Have fun, profit from the experience both financially and personally... and finally make sure and secure your spot in both next year's "Man Show", as well as the upcoming launch of the one of a kind "Woman's World" should your products or services suit the female market.



### The Market

The Man Show will be exposed to:

- Over 140,000 males between the ages of 19-74
- 60,000 single males
- 93,000 males who are married or in a relationship
- 14,000 divorced or separated males
- 481,000 males in Saskatchewan
- Average family incomes of over \$60,000.00
- An advertising campaign exceeding \$100,000.00 in value

*Can you afford to access the benefits  
provided by  
The "Man Show"??*

*Very simply,  
you can't afford  
NOT TO!!*

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