



# CATWALK 2 CLOSET

## WHAT IS IT?

**Catwalk 2 Closet (C2C)** is an innovative new consumer show selling designer and high-end label samples and surplus inventories at wholesale or better prices. Product mix includes ladies and men's outerwear, clothing, bags, scarves, hats, jewellery, sunglasses and shoes. Modelled after Montreal's La Braderie (or The Big Fashion Sale), this is an event you don't want to miss.

## WHERE IS IT?

Heritage Court  
Direct Energy Centre, Exhibition Place  
100 Princes' Blvd.  
Toronto, ON

## WHEN IS IT?

Wednesday, **October 23**, 2014  
Thursday, **October 24**, 2014  
Friday, **October 25**, 2014  
Saturday, **October 26**, 2014

## SHOW PROMOTION

A **\$100,000** budget ensuring a ten to twenty thousand person attendance through the following promotional vehicles:

- ◆ email blasts to 100,000+ consumers
- ◆ media relations
- ◆ radio spots
- ◆ newsprint
- ◆ television editorials
- ◆ banner on Lakeshore Blvd.
- ◆ social media and give aways
- ◆ participating brand profiles on website and social media

## THE EXHIBITORS

A carefully chosen selection of new and well established labels that will offer a great variety of product selections:

## BOOTH PACKAGE INCLUDES

- ◆ two rolling racks or two 30' x 6' tables
- ◆ one folding chair
- ◆ no hard walls or drape - open concept
- ◆ brand profile on C2C website and links to brand's website
- ◆ branding in media relations materials
- ◆ potential branding in TV segments
- ◆ free personnel badges

## FOR MORE INFO CONTACT:

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