

The Halton Hills Home & Leisure Show is coming

(See cover story for full details).

Why should my business take a booth at the Home & Leisure Show?" is a question we are asked often at the Chamber. The Home & Leisure Show is a 2-day consumer show taking place **May 11 & 12** at Mold Masters Sportsplex. This is your opportunity to meet 4,000 potential new customers, face-to-face. Halton Hills is growing yet many of our new residents are maintaining ties to their old communities. They still use the same tradespeople they used when they lived in Mississauga. They stop at the fitness club by their office. They shop at stores located in Oakville. Why? Because they are not aware that we have quality, reputable businesses located right here in Halton Hills. This is your opportunity to meet and introduce yourself to all residents of Halton Hills at less than the price of a full-page newspaper ad.

Other questions we are asked regarding The Halton Hills Home & Leisure Show include:

"Can I sell my product at The Home & Leisure Show?" Yes, you can sell, book clients, sign up new members, take orders – you can conduct your business as you would in your own shop.

"Why will local residents visit The Home & Leisure Show?" Local residents will want to attend for the opportunity to meet well-known television and sports personalities, for a chance to win great door prizes, and for freebies that many vendors hand out. A number of events and activities are being planned. The Halton Hills Fire

General Manager's Desk

Sue Walker



Department will have their firehouse at the show. Wal-Mart is putting on a fashion show. The list of attractions continues to grow.

"I've never taken part in a trade show, what do I need to do?" Chamber staff has many suggestions and great advice to make the most of this exciting opportunity. Give Mary, Donna or myself a call. We would be pleased to offer helpful advice to enhance your experience. Here are some ideas to get you thinking...

Sports Stores can have a soccer shoe representative attend and fit children with soccer shoes.

Hair Salons and Spas can book clients for the show to be models.

Restaurants and Caterers can hand out tasty samples.

Garden Supply Stores can showcase plants in time for spring planting.

Trades People can bring building material samples and before and after pictures.

Contact the Chamber today for your complimentary, no obligation Exhibitor Kit. Your competition will be there – will you? Discover Life... Close to Home.

But this isn't only about shopping. Why would a family include the Halton Hills Home & Leisure show in its busy weekend? They might be inspired by the free giveaways and draws. The fashion show sponsored by Walmart or other select presentations could be just the entertainment they were looking for. Of course, there will be some exciting things for the kids. Perhaps they've made arrangements with friends to meet in the parking lot for some barbecue before entering and fantasizing over cool cars and women on motorcycles. Whatever their reasons for coming, they'll be drawn in and inclined to stay once they hear the music, see the spectacular displays, and feel the upbeat atmosphere.

Reserve your spot now at the Halton Hills Home & Leisure Show. Contact Mary Ridley at the Chamber of Commerce (905) 877-7119 or email Mary at membership@haltonhillschamber.on.ca.

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(Continued from page 1)

At the show itself, businesses will enjoy full support of experienced event staff to ensure that their specific needs are addressed. Each business will be given creative license over their booth area and in some cases will be able to spill over into other parts of the show. Networking opportunities abound during the two day event. You will see your favourite non-profit organizations and community groups who will provide displays and information along with volunteer opportunities.

This is the kind of show that appeals to a wide range of people. It's held at a time of year when residents are entrenched in spring home preparations and making plans for their summer. Everyone would like to know what they can accomplish locally to save having to leave town to make their purchases. To many, getting out of town to buy specialty items only happens because they don't know what a wealth of options exist right here at home. We all dream big dreams, now we can get closer to them right here in Halton Hills. Your customers will be there. Will you?