



**2nd Annual Adventure Festival
June 18th & 19th, 2011**

Treasureventure™ breaks new ground with unique
adventure festival and gets nomination for
Tourism Hamilton Award - Rookie of the Year!

“Destined to become the region’s Signature Event!”

“...it was a phenomenal day!... can’t believe how exciting it was. Hope to be back next year!”

“Simply the best festival we’ve ever been to...”

– Treasureventure 2010 visitor comments

**Booth Space starting as low as
\$300! TWO full days of action!
Custom areas available!**

Vendor rates include:

- **A reserved booth space**
- **Show program listing**
- **Two free admission coupons to the show**
- **Your company profile on treasureventure.ca**


See complete details at treasureventure.ca or call us at 905-627-2374 to create a customized package.

* Some conditions may apply. Call for details or download a contract today.

As a vendor, why Treasureventure™?

- Unique concept – a “hands-on” event combining entertainment, education and real adventure
- A proven location steeped in tradition – 150 year history drawing hundreds of thousands of visitors
- Treasureventure™ is supported through an aggressive pre-show advertising campaign
- Treasureventure™ targets a wide audience across the Southwestern Ontario region. The event is shaped by current trends in eco-tourism, family values, outdoor living and adventure
- Treasureventure™ participants are supported by an extensive interactive website and an exclusive world-class publication – Canadian Family Adventure magazine
- Amazing contests and promotions including unique merchandise, services and trips

“Incredible Father’s Day promotions, contests and challenges, will make this the event that ALL the dad’s will be coming to!”

A knight in full plate armor stands next to a brown horse in a forest. The knight is wearing a silver helmet with a visor, a chainmail coif, and a breastplate with a decorative pattern. He is holding a long wooden lance. The horse is brown with a white blaze on its face and is wearing a leather bridle. The background consists of tall pine trees under a clear blue sky.

Bear witness to the largest international jousting tournament, sanctioned by both the International Jousting League and the International Jousting Association - Canada

Our feature events:

- Gold Panning for REAL GOLD
- Metal Detecting – ROMAN COINS & SILVER
- Geocaching Challenge – Learn and Win!
- International Medieval Jousting Tournament
- Mongolian Archery Workshops & Demonstrations
- Survival Workshops with David Arama
- Minibike and ATV Adventure Riding for Kids
- Bucking Bronco Monster Truck Ride
- Bungee Trampolines
- Climbing Wall
- Paintball Target Range
- Zorb Ball Water Walkers
- Adventure Marketplace
- Sciensational Sssnakes
- Muskoka Mammals
- Canadian Raptor Conservancy
- The Reptile Man
- Wagon Rides / Pony Rides
- Kids Adventureland / Inflatable “Bouncies”
- Re-enactment groups
- Live Music and Performance Artists

Participants subject to change without notice

Over 25 years experience promoting successful events!

Proposed Media and Promotional Campaign:

- Attractions Ontario Summer Passport
- Canadian Family Adventure™ magazine, The official publication of Treasureventure™
- Hamilton Spectator (circulation: avg. daily 260,000)
- Official Program produced and distributed by the Hamilton Spectator (circulation 105,000)
- Hamilton This Month (circulation 152,000)
- Biz Magazine (circulation 20,000)
- Hamilton Recreation Guide (circulation 170,000)
- Trade Magazines/newspapers
- Regional Community Newspapers
- Various online venues
- Regional radio including Chorus Media
- Social Marketing – Google, Facebook, Twitter
- Direct Mail Distribution – Community News / District School Boards
- Outdoor media including pixel boards and transit
- Trade Shows
- Promotional Products, Contests

"...Just wanted to let you know that we had a blast last weekend at Treasureventure! My son brought 8 of his friends. We were there for the 10am opening and left at 4pm and still hadn't done everything..."

- Treasureventure 2010 visitor comments



Who will attend:

A loyal base of consumers on the leading edge of trends in the marketplace.

Our visitors:

- have disposable income and actively invest in “fun” activities or entertainment
- thrive on challenges and new experiences
- expect to travel in the near or immediate future
- are looking for unique vacation destinations
- are first to try new products and services
- are more likely to be interested in physical, active outdoor living or adventures
- are more apt to be loyal and committed to products and services that mirror they’re lifestyle choices
- are family oriented with strong values and principles
- are influential among peers and family
- lead value-driven lives and invest in quality
- are proactive about their health and well-being
- are environmentally aware and willing to make “green” choices
- are actively searching for inspiration and adventure experiences in activities, products and services

"...we enjoyed Treasureventure today. There was sooo much to do, we actually ran out of time... we'll be back next year...with friends too."

"Thanks for putting on this event... a great time..."

"I'm marking my calendar so I don't miss next year..."

– Treasureventure 2010 visitor comments



Vendors are profiled in Canadian Family Adventure magazine...

“No other magazine explores and delivers real time adventure and inspiration like Canadian Family Adventure™ magazine - the official publication of Treasureventure™.”

Vendors also save 50% on advertising rates!



- Full page inside \$1,000.00 **\$500.00**
- Half page \$700.00 **\$350.00**
- Quarter page \$400.00 **\$200.00**

We bring adventuring *home*, inspiring people of all ages, from all walks of life to celebrate life off the beaten path.



The Rockton Fairgrounds, 812 Old Hwy 8, Rockton.
Between Hamilton & Cambridge off Hwy 8

June 18th & 19th – Rockton, Ontario

Treasureventure is held at the Rockton Fairgrounds; steeped in history, the fairgrounds are well known as the home of the Rockton World's Fair held annually since 1852, the fall fair draws over 100,000 visitors annually. The grounds are ideally located just off Hwy 8 in Rockton, between Hamilton and Cambridge, there is easy access to both the 401 and the 403. Plenty of parking is available.



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For more information visit:
www.treasureventure.ca
or simply point your
Smartphone at this icon
for instant mobile access.

Get the free mobile app at <http://gettag.mobi>

Download your vendor contract today!

www.treasureventure.ca

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Treasureventure™ is a division of Wide Eyed Communications