

TRADE SHOW AND EVENT OPPORTUNITIES

CONSUMER SHOWS – by category – Note that not all information is furnished. When the committee focuses on their choices, more detailed information will be obtained.

Shows we do annually in order of date

1. Sunset Celebration Weekend – 5/21-22/17. Cornerstone in Sonoma. Cost \$1461. Paid in full.
2. San Diego Travel and Adventure Show – 1/13-14/2018
Cost \$3470. Signed up. Payment of \$1725 due 4/7/17

Note: We do a SoCA show annually, alternating between Los Angeles and San Diego. We have lift from STS to both

3. Bay Area Travel and Adventure Show – 2/17-18/2018
Cost \$3470. Signed up. Payment of \$1735 due 4/7/17

Pet Shows

1. Bark in the Park San Jose – September 2017 – We did this show last year. It probably should not be every year. Cost \$300
2. Bay Area Pet Expo – Santa Clara – 1/13-14/2018 – Cost unknown but under \$1000.

Wedding

1. Luxury Wedding Shows – 8/6/17 Sacramento and 9/24/17 Roseville. Vendors hand selected. Cost unknown

2. Other venues – July Concord, August Palo Alto and San Francisco, September Walnut Creek and November Pleasanton. Cost unknown but usually in the \$1000-\$1500 range.

Women and Kids

1. Bay Area Women's Expo – Santa Clara – 4/29/17. Cost \$500-650. It is too late for this year but might consider for next.
2. Sacramento Women's Expo – Sacramento Convention Center – 1-/21/17. Cost \$500-\$650.
Note, these expos focus on beauty, fashion, health/wellness, family, home, career and business. 5000 attend and the average income is \$125K.
3. Kids Expo CA – Sacramento – 4/8/17. Cost \$500-650. Again we are too late for this year but this will reinforce the Visit CA kid friendly emphasis.

Other Opportunities

1. Union Street Festival SF – 6/3-4/17. 100,000 attend. Cost \$3000 min.
2. North Beach Festival SF – 6/17-18/17. 100,000 attend. Cost \$3000 min.
3. Fillmore St. Jazz Festival SF – 7/1-2/17. 100,000 attend. Cost \$3000 min. We went last year.
4. Eat Drink SF – 8/24-27/17 – 8,000 attend. Cost \$7500 min.

5. 7th Annual Bay Area Blues Festival Martinez – 20,000 attend. Cost \$2500 min.
6. SF Wharf Fest – 10/21/17 – 10,000 attend. Cost \$2500 min.
7. Union Square Ice Rink – November – Jan. 15, 2018 – 80,000 skaters. Cost \$25,000 min. We did this a couple of years ago with multiple partners.
8. Oxnard Strawberry Festival – May 2017 and every May. 60,000 attend. Cost \$5500 min.
9. Ventura County Fair – 8/18/17 – 320,000 attend. Cost \$5000 min.
10. Marin Symphony Waterfront Pops – A suite of promotions. Cost \$10,000 min.