

# Book Today

Space limited



#### Prices

10 ft x 10 ft booth	\$599 + GST
10 ft x 20 ft booth	\$849 + GST
+ each additional 10 ft	\$300 + GST
20 ft x 50 ft Trailer/vehicle display	\$700 + GST
+ required sponsorship	\$1,000
+ each additional 10 ft	\$500 + GST

#### Trade Show Hours

Thursday, September 29	10:00 a.m. to 8:00 p.m.
Friday, September 30	10:00 a.m. to 8:00 p.m.
Saturday, October 1	10:00 a.m. to 8:00 p.m.

The most influential individuals in the western horse industry have been developing and growing the Canadian Supreme over the past 35 years into Canada's number one western performance horse event. A new brand bridges a long history of trade fair success into an expanded trade show now called **Western Lifestyle Marketplace**.

The Western Lifestyle Marketplace will be held Sept. 29 - Oct 1, 2011 in conjunction with the 35th edition of the **Canadian Supreme**. This unique western lifestyle event will feature more than 100+ tradespaces, encompassing 67,000 square feet of trade show space.

Don't miss out on your opportunity to get in on the show floor of this tremendous opportunity to market your product to a daily walk-through audience of thousands. Access qualified buyers with high disposable incomes involved in the cutting, reining, and cow horse disciplines.

Welcome to western Canada's  
most exciting  
**Western Lifestyle Trade Fair!**

## THE CANADIAN SUPREME

# WESTERN LIFESTYLE

### MARKETPLACE

*For those who  
love the west.*

Held in conjunction  
with the Canadian Supreme,  
Canada's ultimate Western  
Performance Horse Event



550, 717-7th Avenue SW  
Calgary, Alberta T2P 0Z3

Tel: (403) 313-8673 Fax: (403) 313-8601  
webmaster@canadiansupreme.com  
www.canadiansupreme.com





### Unique Opportunity for Vendors

The **Western Lifestyle Marketplace** offers vendors one of the most unique opportunities to reach a demographically lucrative audience of acreage owners and western lifestyle enthusiasts. From tack and riding apparel, to tourism and trail rides, to trucks, trailers, and acreage equipment, this tradeshow will offer up 100+ western lifestyle-specific vendors all in one spot for a full weekend of shopping. Trade show feature sections include a dedicated hall to shop and compare trucks, trailers, and tractors, as well as acreage and recreational equipment.

#### *The Economic Impact of the Horse Industry of Alberta\**

Number of horses in Alberta **310,000**

#### *Investment in western lifestyle of an Alberta horse owner\**

Average spent on tack **\$ 10,824**

Average facility investment **\$ 124,290**

Average tractor & other equipment investment **\$ 26,058**

Average truck investment **\$ 30,275**

\* Horse Industry Association of Alberta Horse Industry Profile and Economic Impact Survey

## Sept 29 - Oct 1, 2011 Westerner Park Red Deer, Alberta

### International Participation

Reach Canada's most influential and lucrative demographic — the western lifestyle enthusiast. Top trainers, non pros, and thousands of spectators travel to Red Deer each fall to compete for approximately \$500,000 in prize money! The **Canadian Supreme** draws international attention and participation as one of North America's top performance horse events.



### Highlights in conjunction with the trade show:

- The Canadian Supreme — Canada's signature western performance horse event, drawing the top players in the competitive world to compete in three major events: cutting, cow horse and reining. Featuring the special Saturday Night Performance — an event which alone draws thousands to the show.
- Western Horse Sale — one of Canada's premier western horse sales held on the Friday night.

For more information visit: [www.canadiansupreme.com](http://www.canadiansupreme.com)

