



Why One Of A Kind

A trusted source for all things creative, One Of A Kind has fostered a loyal following since our first event in 1975.

88% of our visitors consider themselves “big fans,” and 85% see attending the One Of A Kind Show as a tradition they look forward to with their friends and family each year. Our audience members are engaged and enthusiastic, and when they attend our shows, they want to explore every aisle, see every booth, and connect with every brand.

The type of partnerships we find most successful is when we can work collaboratively with brands to create memorable moments to celebrate originality, small businesses, the local community, and well-being. From workshops to contests, lounges to product samplings, we love collaborating with you to tell your brand story!



Bring Your Brand Story to Life at One Of A Kind

As the flagship event supporting craft and its makers, One Of A Kind is the largest consumer event of its kind.

What We Do

- Champion the shop local movement since 1975
- Provide a platform where like-minded individuals can come together to celebrate Canadian creativity
- Help small businesses grow and flourish by providing them an opportunity to meet, connect and sell direct to customers
- Facilitate more than \$35 million in product sales for our vendors between the two One Of A Kind events each year
- Reinforce our collective impact to fuel the operations of small businesses and contribute to the local economy



Our Approach

With a name like One Of A Kind, our approach to sponsorship is also custom-made. We will work with you to build online and offline opportunities to support your marketing goals and objectives. Through this collaboration, we will also ensure the experiences we create deliver values and meanings to strengthen the One Of A Kind community.

Sustainability is also at the core of everything at One Of A Kind. With every initiative, we strive to make positive contributions socially, environmentally, and economically. We welcome like-minded partners with ESG objectives to work together and amplify our efforts!

Our Reach

Beyond our well attended in person events, the One Of A Kind Show maintains a highly engaged and active audience via our digital and social channels throughout the year.



Our Numbers At A Glance



124K



75K



42K

Updated as of Summer 2023

Upcoming Show Dates

Winter Shows

2023: November 23 to December 3

2024: November 21 to December 1

Spring Shows

2023: March 27 to 31 (Easter Weekend)

Energycare Centre, Exhibition Place
Toronto, ON



Our Community

Show Visitors

- 86% identified as female
- 53% aged 25-55
- 65% from the GTA
- 140K+ visitors annually
- \$150K average household income
- 60% of customers spent 3-6 hours at the Show
- 96% of visitors make at least one purchase
- 124K+ email subscribers with average open rate 39%, average CTR 6.6%
- +51 Net Promoter Score (NPS), which is 63% above industry average compared with other B2C events



Show Vendors

- 100% micro or small businesses
- 67% from Ontario, 33% from the rest of the Canada
- 10% identified as BIPOC owned business, 53% as Woman owned business, 4% as LGBTQ+ owned business
- 800+ engaged email subscribers with One Of A Kind vendors with average open rate 85%, and average CTR 40%
- 2000+ followers on our private One Of A Kind Vendors Facebook Group
- At the Show, 94% of vendors look to connect with new customers, 78% want to generate new sales lead, and 75% hope to increase brand awareness
- 84% want services and products to improve their own marketing strategies
- 80% consider their presence at One Of A Kind as an important part of their overall business strategy
- 99% of our vendors are looking for tools and resources to continuously improve or grow their business

Our Opportunities

From building awareness to capturing leads, One Of A Kind offers a handful of focused opportunities so your brand can achieve maximum exposure and engagement through our events. We also have year-round digital options so you can extend your reach beyond our shows. Available opportunities include (but are not limited to):

- Booth Presence
- Experiential Activations
- Event Services
- Product Sampling
- Discounts & Promotions
- Contest & Giveaways
- Marketing Collateral
- Food & Beverage
- B2B Promotions
- Vendor Scholarships
- Sustainability, DEI Related Products & Services
- Sponsored Content
- Partner Programming
- Top level sponsorship – Category exclusivity

We regret we will not be able to accept any sponsors or partners with cannabis and/ or related products.



We Love To Hear From You

Get In Touch

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Ready to Work Together?

[Get Started Here](#)

