



ONTARIO FASHION EXHIBITORS

WHERE TO STAY...

Please ask for the OFE Rate for Accommodations:

Radisson Suite Hotel:

416.242.7400 or 1.800.333.3333

\$139.00/two room suites,

includes complimentary breakfast and parking.

(subject to availability)

The Westin Bristol Place Hotel:

416.675.9444 or 1.866.837.5184

\$115.00 single/double occupancy, parking is extra.

(subject to availability)

Holiday Inn Airport East:

416.240.7511 or 1.800.491.4656

\$112.00 single/double occupancy, parking included.

(subject to availability)

Holiday Inn Select:

416.675.7611 or 1.800.524.8436

\$112.00 single/double occupancy, parking is extra.

(subject to availability)

Retailer Seminar and Hospitality:

Complimentary gourmet beverages will be available to all retailers
in attendance at the OFE October Show.



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OFE SHOW

NEW SHOW DATES!

October 3 to 6, 2009



Toronto Congress Centre
650 Dixon Road
the **New North Building!**



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Retailmakeover™

OFE is pleased to announce a retailer seminar that will help you position your store for the "New Market Challenge". Join us on Monday morning, **October 5th at 8 am** for a complimentary breakfast seminar with retail specialist Barbara Crowhurst. The seminar will be held on the show floor in the lounge area.

Barbara Crowhurst is a retail specialist, business coach, writer, international speaker and trainer. Her comprehensive and detailed approach to retail comes from years of working in the industry.

In this seminar you will learn effective, essential strategies for survival in a slow economy. Barbara will review a retail business plan and take you through it step by step.

These are just a few of the topics Barbara will cover during the seminar:

- ❖ Executive marketing strategies that have your customers returning more often.
- ❖ Learn how to get new customers coming to your store.
- ❖ Get your debt under control and stop spending money you don't have.
- ❖ Sales are down, what do you do?
- ❖ Learn how to set budgets and stick to them.
- ❖ Learn to deal with stress levels that are through the roof.
- ❖ You need staff that can affect sales.
- ❖ Learn what an 'add-on' sales program is.
- ❖ Find out what positive cash flow is.
- ❖ Are you worried about a slowing economy? Find out how to deal with it.

...and much, much more!

A draw will be held for all retailers in attendance to win a 'Retail Makeover Power Hour'.



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SHOW HOURS:

Saturday, October 3rd	9 am to 6 pm
Sunday, October 4th	9 am to 6 pm
Monday, October 5th	9 am to 6 pm
Tuesday, October 6th	9 am to 4 pm

WORKING LATE?

You can continue to work appointments after 6 pm on Saturday to Monday.

OPEN TO ALL RETAILERS/BUYERS:

There are three options in which you can register in advance of the October 3-6, 2009 OFE Show:

- I. Register using the enclosed card, which you can mail to OFE, no postage required.
- II. Register by fax using the faxable using the faxable form to 416.596.1808.
- III. Register online at www.ofeshows.ca: Click on Buyer, then click on Registration. Complete the online form and click the submit button.

For buyers attending for the first time, a copy of a valid vendors permit along with a corresponding business card or store letterhead is required in order to gain entrance. You can fax a copy of the documentation prior to the show dates to 416.596.1808 or submit it at the registration desk during the show.

If you register by September 9th, we will mail you your badge(s) in advance of the Show. This will enable you to walk into the Show without having to visit the registration desk. For registrations received after this date, badges will be available on-site.