

THE TORONTO CHRISTMAS TRAIN COLLECTORS' SHOW

April 11, 2011

Dear Exhibitor/Railway Club:

It's time to submit your application for layout/display/exhibit in our upcoming show on Saturday, November 19, 11-4pm and Sunday, November 20, 10-4pm in Hall 3 at the International Centre, 6900 Airport Rd., Mississauga, ON.

The weekend promises to be exciting with the **Toronto Toy, Train and Doll Auction** in Hall 3 on Friday evening & the **Toronto Christmas Train Show** in Hall 3 on Saturday and Sunday and the **Toronto Toy & Doll Collectors' Show** in adjoining Hall 4 on Sunday! We will cross-promote both shows with special discount coupons.

From talking to many of our exhibitors, we know that they thoroughly enjoy displaying their latest models/layouts, and the camaraderie that goes with it, at **The Toronto Christmas Train Show**.

Because of new International Centre regulations on cross aisle power and the escalating number of free passes for the exhibitors issued, we have had to institute some minor changes that are detailed in the application to help reduce costs. We know that you will understand. Our show is the finest and largest in Eastern Canada for the modeller, historian and rail fan as well as great family entertainment.

Mark your calendar NOW! Fill out your application and plan to be a part of the fun and excitement! If you attend shows and displays and have an opportunity to distribute some of our 25,000 flyers, fill in the section on your application and we will get them to you quickly.

To be assured of your favourite location and/or preferred space **BOOK EARLY!** We allocate display space based on the postmark on your application envelope.

Our shows are renowned for the ease of move-in and setup, facilitated by our drive-in aisles. Clubs and displays that have large layouts have early move in, Saturday 7-8am. Dealers start moving in from 8am. The show is open to the public on Saturday at 11.00am and on Sunday at 10.00am. There will be several thousand attend.

The enclosed application gives you details. **Book EARLY.** Your participation and enthusiasm is greatly appreciated. We look forward to your application.

Toronto Show Promotions

