



17th Annual West Coast Women's Show sees Increase in Attendance and Exhibitor Sales

Exhibitor Sales and Consumer Engagement Exceed Targets

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Abbotsford, B.C. – The ultimate girls weekend, the West Coast Women's Show, saw an attendance increase resulting in 23,486 attendees. The strong ticket sales were coupled with an unparalleled number of exhibitor sales and consumer engagement – ultimately due to the unique shopping experiences and deals available at the show.

In an era of online shopping and retailers struggling to meet sales targets, the West Coast Women's Show continues to hold a significant footing in the consumer market, with many exhibitors noting the 2017 show was their strongest sales year-over-year to date.

"This year's event was a substantial success," says Show Manager, Murat Olcay. "What we're seeing are quality consumers attending the show – resulting in unparalleled exhibitor sales. We focused on providing attendees with new experiences onsite, while keeping all of the elements that have made this show successful for the past 17 years. The positive feedback we're hearing from both attendees and exhibitors has been incredible."

The show proved to be popular amongst new and returning attendees who contributed to an increase in exhibitor sales. Visitors came with the intention to shop – having over 400 booths onsite, coupled with an increased fashion footprint on the show floor led to a significant influx in sales. The exhibitors were complimented by celebrity appearances including legendary Scottish interior decorating duo Colin and Justin, along with Melissa Claire Egan, aka Chelsea Newman from *The Young and the Restless*. Once again, the show featured a variety of health and wellness experts, cooking demonstrations, fashion shows and performances.

Also contributing to this year's success was an expansion to both the Artisan's Market and the Fashion & Style show area, as well as a variety of exciting speakers

entertaining and educating visitors from four show stages. Featured on the catwalk were B.C.'s top fashion designers with creations ranging from top-of-the-line wedding dresses to eco-friendly fitness wear. The 2018 Hall of Flame Calendar Firefighters are always a draw for visitors looking for a fun girl's night out at the West Coast Women's Show, as is the Women Empowering Women panel. On the Chef's Kitchen Stage, notable chefs including Trevor Bird and Angus An had the crowd taking notes on some of the best recipes.

The event is slated to return in 2018, on October 12, 13 and 14. For more information, visit: <http://www.westcoastwomen.net/>

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About the West Coast Women's Show:

The West Coast Women's Show, now in its 17th year, is Western Canada's premiere women's consumer show. The three-day show held at TRADEX, is the ultimate girls weekend, feature celebrities, shopping, samples, and more, and has earned a reputation of being a top consumer trade show in Western Canada. The WCWS has something for everyone, with zones including: Fashion & Style, Home & Interior Décor, Health & Wellness, World of Taste, Natural & Organic Products, Active Women's Zone, Travel Showcase, along with an expanded Artisan's Marketplace.