

SNOWBIRDS...

They've got time, money and an interest in finding new ways to spend both of them.

They want to meet you!



RP Funding Center
Lakeland, Florida
January 28 & 29, 2025

SNOWBIRD
Extravaganza



Be a Part of the Annual Snowbird Extravaganza

Medipac International and the Canadian Snowbird Association (CSA) invite you to participate in the upcoming Snowbird Extravaganza celebration – one of the largest mature lifestyle presentations in North America. Take this exclusive opportunity to feature your products and services to an affluent and elusive market!

Our Extravaganza is Second to None

This fun-filled event includes hundreds of exhibits, keynote speakers, interactive feature areas and world-class entertainment. Our Extravaganza venue, the RP Funding Center (formerly The Lakeland Center), is well known to Florida consumers and boasts more than 80,000 square feet of renovated show space. Using a proven technique of customer re-direction, attendees are guided from the exhibit floor to the feature areas to the main stage, and then back again.



Let us Introduce our Attendees

Our Extravaganza attendees consist of Canadian Snowbirds and American Winter Residents. They are always looking for new and innovative ways to improve their lifestyle.

Attendee Statistics:

80% of their income is discretionary

92% own their principal residence

60% own their winter residence

81% are in Florida 3 to 6 months per year

Here is the opportunity to make face to face contact with an experienced consumer while answering questions about your product and/or service.

Reap the Rewards of Participation

Our attendees are community-minded and share unique needs and interests. Selling to one attendee can result in multiple sales for your company down the road. You will have the chance to build a database of prospects and to generate immediate and post-show sales.

Join the ranks of our prestigious participants. Contact us today to learn more about becoming an exhibitor or a sponsor at our colossal Extravaganza event. A captive audience awaits you!



First-Class Entertainers!

Snowbird Extravaganza consistently draws record-breaking crowds to the show, year after year! What's our secret? World-class entertainment...and it's FREE!

Just take a look at some of the performers who have graced our stages:

Rock and roll legend **Myles Goodwyn** of April Wine
Canada's polka king **Walter Ostanek**

Canada's #1 musical comedy duo **Bowser & Blue**

Classic rock n' rollers **The Diamonds**

Scottish-Canadian tenor **John McDermott**

Celebrity impersonator **Rich Little**

Country superstar **Michelle Wright**

First lady of guitar **Liona Boyd**

Canadian rock royalty **The Stampeders**

Grammy-winning singer/songwriter **Dan Hill**

Juno Award-winner **Ian Thomas**



Promotion, promotion, promotion...

We make promotion and publicity a top priority. Through extensive TV, radio and print promotion, we guarantee that our show receives abundant media coverage. We mail personal invitations to the tens of thousands of attendees from the previous year's event, as well as to our 70,000+ CSA members at their winter residences. You can be sure that your products and services will be featured to thousands and thousands of potential customers.

The collage features several promotional items for the Snowbird Extravaganza. At the top left is a poster for 'THE MATURE LIFESTYLE EVENT OF THE YEAR SNOWBIRD Extravaganza' in Lakeland, Florida, from January 27 to 29, 2015. Below it is a '2015 SHOWGUIDE' brochure. To the right is a newspaper clipping with the headline 'Snowbird Extravaganza is Flying into Florida!'. On the far right is a 'FREE SNOWBIRD SHOW' advertisement from 'Today's Tribune is Compliments of The Snowbird Extravaganza', listing entertainment, consumer shows, and interactive activities.

The Story of Who We Are



Medipac Communications organizes Snowbird Extravaganza with the support of the CSA

The Canadian Snowbird Association is a non-profit organization that lobbies to protect the rights and privileges of Canadian travellers. This group works to develop and improve access to products and services that complement the snowbird lifestyle. Their lobby efforts are recognized by all levels of government in Canada and the United States. This high public profile has launched them to the enviable position of being the barometer for the Canadian Tourism Market in Florida by all media throughout North America.

Since 1992, the CSA has selected Medipac International to design the best travel medical insurance product for Canadian Snowbirds. The effective partnership between these two organizations has evolved to include event planning and publishing. Medipac Communications publishes *CSANews*, the official news magazine of the Canadian Snowbird Association, and produces Snowbird Special Events. These events are held throughout North America and provide the CSA with interactive forums that are essential to keeping in touch with existing members, as well as attracting new ones.

The Feedback from Our Clients

“ I wanted to share how delighted we were with the return of the Snowbird Extravaganza this year. We nearly ran out of prepared materials on the first day and had to restock for the second day. The crowd was very large and most eager to get the information we had for them. They engaged with our team in the booth, asking many questions and making plans to visit Florida's Adventure Coast. We were thrilled with our participation and look forward to next year. ”

Florida's Adventure Coast Visitors Bureau

“ We handed out more than 20,000 coupons this year...Beall's did very well introducing our company to new clients from the north. Very positive experience. ”

Bealls Department Stores

“ Snowbird Extravaganza holds a special place in our hearts at Sore No More USA. For years, we've eagerly anticipated the shows, and each time, we're met with an experience that surpasses our expectations. ”

We keep coming back because It's the perfect platform for showcasing our product. It's not just about selling; it's about connecting with people.

The talent and entertainment truly elevate the atmosphere. From captivating performances to engaging activities, every moment is filled with enjoyment and excitement.

We know firsthand the dedication and hard work that goes into the event coordination.

We want to extend our heartfelt appreciation. Snowbird Extravaganza shines year after year, it's the perfect platform to kickstart our year on a high note.

Snowbird Extravaganza, where connections are made and memories are created. Thank you for being a part of our journey. ”

Sore No More USA

Feature Areas!

Want to draw special attention to your product or service? Our team will work with you to create a customized Feature Area! Some Extravaganza Feature Areas suggestions:

Internet Café	Fashion Show
Traveling the I-75 & I-95	Canadian Tourism Centre
RV Feature Area	Healthy Lifestyle Centre
Hockey Challenge	Hotel Pavilion
Automobile Showcase	Hospitality (food & entertainment)
Gourmet Gallery	Fun & Games
Bingo	Animals of the Wild



Contact us for exhibitor or sponsorship details.

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Don't forget to ask us about our other Special Events!



Texas
February 26, 2025



Ontario
September 2024



Arizona
January 15, 2025