



People In Motion Show

JUNE 15 - 16, 2018
VARIETY VILLAGE IN TORONTO
VARIETY VILLAGE

- Variety Village is a fully accessible venue with many accessible washrooms on site
- Lots of free parking on site
- Variety Village is a long time exhibitor of People in Motion and will be a great partner for us to continue to make improvements to the show
- Easily accessible via WheelTrans and TTC (with its own dedicated stop)

ATTENDANCE
 Over 2,000 people attended the 2017 show, including members of the community, participants in the career fair and exhibitors

MEDIA
 The 2017 People in Motion Show received over 46 million media impressions in over 70 media outlets (including print, online and radio)

CAREER FAIR
 The City of Toronto, a regular participant in the Career Fair met with over 150 people at the 2016 People in Motion Show, with 8 candidates sent to recruiters to see if there are any positions they wish to apply for!

BOOST YOUR BRAND
 Boost your company's presence at the 2018 People in Motion Show through our Exhibitor Showcase, Social Media and Contest!
 Email your form to: info@pimshows.ca

CANADA'S LARGEST DISABILITY EXHIBITION

This year the People In Motion Show (PIM) was held at **Variety Village in Scarborough, ON.**

The predecessor to this type of show was seen by many to be an event called Options which was ran out of Variety Village, but the previous owners of the PIM Show indicated there was no association. That show took place 30 years ago and the following year the PIM Show was born and ran out of Queen Elizabeth Place for almost three decades.



We had a courtesy repair area at the event like our presentation at the Abilities Show. Also, offered on the spot Kenda and Schwalbe tires, tubes, and demo wheels, chairs, and Batec's, etc., all at preferred pricing. Also, we took the full line of Varilite Seating Systems, RGK Wheelchairs, Batec Mobility products for quads and paras, Benoit Systemes, Spinergy wheels, the ZX-1, Frog Legs, Blax push rims, BBraver push rims, Natural Fit push rims, Carbolife push rims, Aelite crutches, X-Core wheels, Soft Wheels, Sun components, MBL products, OffCarr wheelchairs, Wolturnus wheelchairs, Elevation Chairs, Loop Wheels, and many other products and accessories for ultra-light wheelchairs to the show.

We are supporters of trade shows for people using products like ours and encourage all to attend these types of events, including manufacturers, distributors, dealers, prescribers, friends, family, and of course folks using the products!

The main reason the organizers changed the venue was the lack of accessible washrooms at the old facility, higher

food prices, and expensive parking that was far away from the venue. Variety Village offers free parking, affordable food prices, and many accessible washrooms. The organizers of the show see continued potential to grow the show including attendance which was a bit slower on the Saturday. *"Our focus for our first year at Variety Village was sorting through the logistics as it was our very first year there so many things were unknown. Now that we have a year in the facility, we have a much better feel and understanding of what is needed at the venue and what to expect"* said Saj Rahman, Show Manager for the PIM Show. *"With the lower prices at the facility, we chose to pass those savings directly to the exhibitors instead of the bottom line. We see the show as an important event for persons with disabilities and therefore our focus is not on profit but rather putting as much money as possible directly back into the show and produce a show that helps people with disabilities improve their lives. For a show at the PIM scale, we offer one of the best valued booth costs in the entire industry whereas other shows in similar or different industries are anywhere from two to four times higher cost than ours. We want to provide the best value to our exhibitors and visitors. We are excited that we have went through the first hurdle of producing our first show there and can't wait to start promoting and planning for next year. We feel confident the show will continue to push forward next year"* Saj continued.

The promotional focus was on grass roots initiatives such as flyers throughout the city, street signs, online promotions on various websites, promotion with the membership of Variety Village and promotion with communities and organizations that work with people with disabilities. What is a major concern to this writer is that if there is an apathy to attending such events we need to change that; how else are people going to exercise their right to "CHOICE" and be informed consumers if we do not have shows like this to challenge the service providers and manufacturers to continue to up their game!



We are sure the organizers at Canadian National Sportsmen's Shows www.Sportshows.ca are going to put their efforts into events that people want and we sure hope that this community rallies behind their membership/customers to encourage the growth and development of shows like PIM, Abilities, REE, etc.

Order of Canada

Established in 1967 by Her Majesty Queen Elizabeth II, the Order of Canada is the cornerstone of the Canadian Honours System, and recognizes outstanding achievement, dedication to the community and service to the nation. The Order recognizes people in all sectors of Canadian society. Their contributions are varied, yet they have all enriched the lives of others and made a difference to this country.

The Order of Canada's motto is DESIDERANTES MELIOREM PATRIAM ("They desire a better country"). Her Majesty The Queen is the Sovereign of the Order, and the governor general is the chancellor and Principal Companion of the Order. **Companion**–Post-nominal: C.C. recognizes national pre-eminence or international service or achievement; **Officer**–Post-nominal: O.C. recognizes national service or achievement; and **Member**–Post-nominal: C.M. recognizes outstanding contributions at the local or regional level or in a special field of activity.

On June 29, 2018 Her Excellency the Right Honourable Julie Payette, Governor General of Canada announced 105 New Appointments to the Order of Canada. The new member list includes 3 Companions (C.C.), 20 Officers (O.C.) and 82 Members (C.M.). Our Chantal Benoit is recognized in the O.C. category and will be



invited with all recipients to accept their insignia at a ceremony to be held at a later date.

A big thank you to the nominators of Chantal Benoit (our #9) whom we do not know as that information is not available. Here is the full list: <https://www.gg.ca/document.aspx?id=17122&lan=eng>

Service Problems

We have had years of companies trying to make this industry more of a retail business than a service business. There is a significant difference in the two business models that may be referred to as tangible and intangible

The big companies were hoping that by scrimping on service they would grow the bottom line and show greater returns for their corporations. Instead, they found that there was not enough margin in the industry for their corporations and they have either exited or are trying to sell their interests in this industry. The lack of service has inconvenienced people that rely on these products, it has taken significant resources away from them, and it has driven a lot of folks with knowledge away from the industry. Big company experimentation has been extremely damaging to people with a disability. They are directly responsible for a 25% plus reduction in the product reimbursement to people with a disability in the province of Ontario. This means that folks that rely on provincial funding have 25% less buying power!

We have always talked of the importance of service in this industry as being a primary motivator and certainly acknowledge that there are retail sales that occur as well with those customers. We are astounded by the dollars spent beefing up the retail side and coming up short on the service side to the point where it has caused catastrophic concern in the Greater Toronto Area (GTA); maybe the worst in the nation!

We have always tried our best to meet the needs of our B2B customers as well as with those products that go customer direct. Our model is challenging at best, but we enjoy the working relationships, our commitment to fairness for all, and strive to be better each day while maintaining an advocacy role which has become a lifelong passion. Walker says, "by 2020, customer experience (CX).

Bits and Bytes

- 📍 Houston Abilities Expo August 3-5;
- 📍 Rehab Equipment Expo Richmond, BC September 11;
- 📍 OSOT Seating & Mobility Thunder Bay, ON Sept 12;
- 📍 Boston Abilities Expo September 21-23;
- 📍 Rehacare Dusseldorf, Germany September 26-29;
- 📍 25th Annual CFPDP Hall of Fame October 19 Toronto, ON;
- 📍 OSOT Annual Conference Richmond Hill, ON Oct 19-20;
- 📍 San Mateo Abilities Expo October 26-28.

BESPOKE PLUS is the newsletter of 49 Bespoke Inc., which markets products from around the world designed to better meet the needs of people with a disability. We have grown up in sport, have a social service background, and have adopted an advocacy role in our business practice. Comments are welcome.