

Discover Brand Innovation at Canada's Leading Virtual Event

The Canadian Gift Association is excited to launch its Fall 2021 Virtual Show running August 5-September 3, with live dates from August 9-12, 2021. This event's focus will be providing retailers with innovative, creative, and fresh products in décor, gourmet foods, gifts, and fashion from all across Canada. It's time to register, shop and explore at this unique online show!

Complimentary registration for qualified retail buyers opens June 21, 2021.

"We are thrilled to be able to host our third CanGift Virtual Show since the beginning of the pandemic." says Anita Schachter, President & CEO of the Canadian Gift Association. "The ability to provide our wholesalers and retailers with continued opportunities to buy and sell their products is extremely valuable in our industry right now."

Highlighted features in the upcoming show are:

- New feature areas with fabulous products in these themes.
 - **New Product Showcase**- conveniently see all new products and show places in one place.
 - **Canadiana**- celebrate our great heritage with the best new items on offer.
 - **CanGift 365** – highlighting Virtual Show exhibitors that are also participating in our year-round b2b online marketplace.
- Exclusive daily Show Specials including a wide range of offers from CanGift members.
- A refined and updated search function making it easier than ever to locate the products you need.
- Save time and source global brands conveniently on one easy-to-use platform.
- Continued access to the Virtual Show platform even after the live event ends.

Retailers can also continue to enjoy direct access to CanGift 365, an online marketplace featuring thousands of products from CanGift Gold Members. The convenience of this platform is being able to make purchases directly from the event with the simple click of a button. Since the last Virtual Show, CanGift 365 has continued to grow and is currently hosting 120 fabulous home and lifestyle brands offering more than 150,000 products to order.

For more than 40 years, the Canadian Gift Association has been the voice of Canada's \$10 billion giftware industry. As a not-for-profit association, CanGift works to empower its members to strive and thrive in today's competitive marketplace by introducing exhibiting members to qualified retail buyers biannually at the Gift + Home Markets.

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For additional information about this initiative or how to become a qualified retailer with the Canadian Gift Association, please contact:

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