



NORTH AMERICA'S LARGEST INDOOR BOAT SHOW FOR 59 YEARS!



TORONTO
INTERNATIONAL
**BOAT
SHOW**

A stylized logo featuring a white boat with a red and blue stripe on its hull, sailing on blue and red waves. The logo is centered within a red and yellow gradient background.

January 20 - 29, 2017

Energcare Centre,
Exhibition Place





CELEBRATING 59 YEARS AS NORTH AMERICA'S LARGEST INDOOR BOAT SHOW

CANADA'S LARGEST AND MOST IMPORTANT EVENT FOR THE INDUSTRY

The Toronto International Boat Show is the premiere show in Canada, and one of the world's leading boat shows. Each year this event brings the entire recreational boating industry together – manufacturers, dealers and boating consumers. It is a must-exhibit event for any business in the Canadian boating industry. It is a must-attend show for boaters and anyone thinking of getting into boating!

Quality Attendees! The Toronto Boat Show each year attracts over 70,000 people with the 2016 show having an attendance of 70,643 qualified consumers.

More than 400,000 net square feet of exhibit space: power, sail, fishing, pontoon boats, trawlers, canoes, kayaks, electric and wooden boats, from 6 - over 50 feet! Mariner's Marketplace and Cottage Country showcasing marine accessories, services, docks electronics, marinas, nautical clothing, footwear, gifts and more.

MARKETING & PROMOTIONS

Show marketing efforts work year-round to attract qualified attendees and increase your chances to get leads and make sales. A highly visible, fully integrated advertising campaign launches in the weeks leading up to the show, featuring a strategic mix of print, broadcast, online and social media (facebook, twitter and instagram) advertising and e-mail. The public relations team reinforces the advertising messages, working year-round to generate show awareness, securing news stories in TV, newspapers, magazines and online.

Special events, attractions and family-friendly features also make the show stand out, and generate enthusiasm among attendees. Everyone from entire families to groups of friends to corporate clientele rave that the show "offers something for everyone" and there's "no better way to spend the day."

The largest indoor lake celebrates "Fun on the Water"

The 2017 Show welcomes the return of the Lake as we continue to celebrate "Fun on the Water." Thousands of boating enthusiasts will be exposed to a number of fun water activities, such as kayaking, canoeing, paddle boat rides, wakeboarding, water skiing, hands-on skills training and special events.



THE PEOPLE YOU WANT:

- 65% own a boat
- 73% come to shop for boats, accessories and services
- 8 % come to learn about boating and visit the Discover Boating Centre
- 67% are male, 33% are female
- 22% are 18 - 34 years of age
67% are 35 - 65 years of age
11% are over 65
- 40% are married with children
21% are married with no children
23% are single
14% are empty nesters
2% are single parents
- 68% earn more than \$76,000

TYPE OF BOATERS:

- Cottager - 59%
- Marina Boater - 20%
- Trailerable Boater - 23%
- Yacht Club Boater - 8%

DISTANCE TRAVELLED:

- 39% less than 60 km
- 34% 61 - 120 km
- 15% 121 - 200 km
- 12% more than 200 km

NUMBER OF YEARS ATTENDED:

- 27% first time
- 35% 2 - 5 years
- 16% 6 - 10 years
- 13% 11 - 20 years
- 9% 21 - 58 years

TYPE OF BOAT OWNED:

- Runabout 20%
- Cruiser 13%
- Sailboat 12%
- Fishing Boat 22%
- Canoe/Kayak/Pedal 9%
- High Performance 6%
- PWC or Jet Boat 7%
- Motor Yacht 4%
- Pontoon or Deck 5%
- Other 2%

(statistics drawn from 2016 survey)



The Toronto International Boat show sets the pace for the upcoming year. The customers that they deliver are the most qualified and educated of all the shows we do. It is our "Superbowl" and the most important venue of the year. 2017 will mark our 30th year participating at the show.

Brad MacArthur, Legend Boats

"We have been an exhibitor for many years and the 2016 show has been great for us. We had the strongest opening Saturday ever!"

Deborah Lineberry, Paris Marine

"Campion Marine and our five participating dealers reported the best show we have experienced in the past decade! Every dealer sold Campion boats quickly and continuously throughout the entire show. The buzz of great sales activities within our booth was contagious and we all went home very happy with both the sales and leads generated from the show."

Brock Elliott, President, Campion Marine Inc.

"The Toronto International Boat Show is the best opportunity to be face to face with thousands of boaters every year"

Jack Summers, Radioworld

"I realize the impact of the Toronto Boat Show months after when all those leads generated at the show become tangible boat deliveries in the Spring"

Pete Moreau, Central Marine

"It's not about the quantity of people that show up, but the quality buyers that attend! We were thankful to be an exhibitor once again this year as it turned out to be the best show we have ever had!"

Margot Evans, Don Hyde Marine

"I'm very impressed with this year's show. We are booked well into the summer already!"

Craig Hamilton, BoaterSkills.ca



New Boater WELCOME Centre

featuring



DISCOVER BOATING AT WORK!

Canadian Boat Shows are strong supporters of the industry's Discover Boating program helping people become boaters, delivering one-on-one advice to prospective buyers and promoting the industry. It is a one-stop-shop on how to get started – from choosing the right boat type to financing, boating safety and more.

For consumers who attended a boat show, the boat show had the MOST influence on their decision to buy a boat (57%) – ranking above experience at a dealership (54%) and the internet (47%), according to a recent survey by Foresight Research.

The Discover Boating Centre has been a huge success at this show and will again play an important role this year in welcoming people to the water.

Preview Day -

Friday, January 20, 2017 (2pm - 8pm)



Over the course of 15 years, the Toronto International Boat Show's Preview Day has raised more than \$748,000 for initiatives that are close to the hearts of the boating community. Take part in the Preview Day Exhibitor Guest Ticket program and invite your qualified customers to shop



the show without the crowds and get charged only for the tickets that are redeemed at 50% off the Gold Ticket value! Advertising and publicity for the show and industry go beyond the traditional media. As the official opening of Canada's premiere boating event of the year, the Preview Day showcases a united industry working together to help others in need.

DISCOUNTED RATES

(cheque, cash, wire)

	NON-MEMBER	BOATING ONTARIO & NMMA MEMBER
Booth (minimum 100 sq. ft.)	\$19.65	\$17.85
Bulk (minimum 500 sq. ft.)	\$11.45	\$10.40

RATES

	NON-MEMBER	BOATING ONTARIO & NMMA MEMBER
Booth (minimum 100 sq. ft.)	\$20.30	\$18.50
Bulk (minimum 500 sq. ft.)	\$11.85	\$10.75

All rates are in Canadian funds.

Applications will only be accepted for marine products.

All booths require a nautical theme.

CANADIAN BOAT SHOWS – WE'RE WORKING FOR YOU!

The Toronto International Boat Show is owned by Canadian Boat Shows. It is North America's largest indoor boat show and one of the preeminent selling venues for the industry.

The Toronto Boat Show is a world-class show, produced by a world-class team that brings you more than 100 years of combined industry experience. Dedicated to delivering exceptional customer service and working closely with the Show's Advisory Committee – our goal is to make the Toronto International Boat Show better each year.

THE TORONTO BOAT SHOW TEAM

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START PLANNING NOW!

Exhibit Space will be sold out.
Additional opportunities will be limited.

To renew or apply for exhibit space, contact:
Tracy Williams, Sales Manager
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To discuss sponsorship and promotional opportunities, contact:
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