



CANADA'S LARGEST
FOR 54 YEARS!



TORONTO
INTERNATIONAL
**BOAT
SHOW**



January 13, 2012

Special Preview Night

January 14 – 22, 2012

Direct Energy Centre





CELEBRATING 54 YEARS AS CANADA'S PREMIERE SHOW

THE PEOPLE YOU WANT

- 66% own a boat
- 71 % come to shop for boats, accessories and services
- 8 % come to learn about boating and visit the Discover Boating Centre
- 70% are male, 30% are female
- 17% are 18 – 34 years of age
74% are 35 – 65 years of age
9% are over 65
- 44% are married with children
20% are married with no children
20% are single
13% are empty nesters
3% are single parents
- 63% earn more than \$76,000

TYPE OF BOATERS:

- Cottageer - 45%
- Marina Boater - 23%
- Trailerable Boater - 23%
- Yacht Club Boater - 9%

DISTANCE TRAVELLED:

- 42% less than 60 km
- 32% 61 – 120 km
- 14% 121 – 200 km
- 12% more than 200 km

NUMBER OF YEARS ATTENDED:

- 27% first time
- 36% 2 – 5 years
- 17% 6 – 10 years
- 12% 11 – 20 years
- 8% 21 – 53 years

TYPE OF BOAT OWNED:

Runabout	25%
Cruiser	15%
Sailboat	15%
Fishing Boat	17%
Canoe/Kayak/Pedal	9%
High Performance	4%
PWC or Jet Boat	5%
Motor Yacht	5%
Pontoon or Deck	3%
Other	2%

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!

Recent Attendance History: 2011 – 72,580
2010 – 74,931
2009 – 76,620

More than 400,000 net square feet of exhibit space: power, sail, fishing, pontoon boats, trawlers, canoes, kayaks, electric and wooden boats, from 6 – 65 feet!

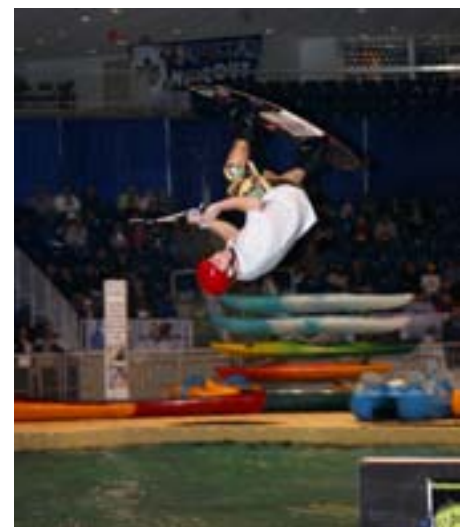
MARKETING & PROMOTIONS

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 (facebook, twitter) 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 and magazines.

Special events, attractions and family-friendly features also make the show stand out 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 2012 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, inflatables boat rides, wakeboarding/wakeskating demonstrations, and special events.



"This year's show more than met our expectations, because of the very good quality customers this show attracts. Most of our sales were new buyers that were taking advantage of show incentives as well as the 'buyer's market'."

Greg Crate, Crate Marine Sales Ltd.

"It wasn't just existing customers we were seeing, it was new boaters and new cottagers. We really saw the buying spectrum widen this year, with more entry-level people coming in, very encouraging news."

Jeff Barnes, Pride Marine Group

"Consumer confidence has definitely returned, we had good general interest from across the province."

Frank Farnsworth, Skyline Marine

"People came prepared to purchase this year, no doubt about it. We wrote more deals than usual on the first weekend setting us up for our best year ever."

Andy Blenkarn, Desmasdons Boat Works

"People today aren't afraid to spend money to get high quality. They buy what lasts. As our customers get older, they want convenience and dependability."

Rick Hickson, R & J Machine

"Our goal was to increase awareness of our products among dealers and consumers alike and we're really pleased with the contacts made as well as sales. We can't wait to come back next year."

Max Duranleau, Cyclo Pal (first time exhibitor)



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.

57% of new-boat buyers attended a boat show first and based their buying decision on information gathered at boat shows, according to a JD Powers survey.

The Discover Boating Centre has been a huge success at this show and will again play an important role this year.



Return of the Special Preview Night! Friday, January 13, 2012

YOUR RATES

Booth (minimum 100 sq. ft.)
Bulk (minimum 500 sq. ft.)

	NMMA MEMBER	NON-MEMBER
Booth (minimum 100 sq. ft.)	\$14.40 sq. ft.	\$16.55 sq. ft.
Bulk (minimum 500 sq. ft.)	\$8.80 sq. ft.	\$9.70 sq. ft.

All rates are in Canadian funds. Applications will only be accepted for marine products.



TorontoBoatShow.com

CANADIAN BOAT SHOWS - WE'RE WORKING FOR YOU!

The Toronto International Boat Show is owned by Canadian Boat Shows. It is one of the largest consumer boat shows in North America 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 70 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

Linda Waddell, Show Director
905.951.4051 – lwaddell@canadianboatshows.com

Cynthia Hare, Show Manager
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Kim Blair, Operations Manager
905.951.4052 – kblair@canadianboatshows.com

Monica Smith, Office Manager
905.951.4055 – msmith@canadianboatshows.com

FOR SPACE INQUIRIES CONTACT:

Judy Richardson
905-476-9685
jrmedia@rogers.com

START PLANNING NOW!

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

To renew or apply for exhibit space,
contact:
Scott MacInnes, Sales Manager,
smacinn@canadianboatshows.com

To discuss sponsorship and
promotional opportunities, contact:
Cynthia Hare, Show Manager,
chare@canadianboatshows.com

MAILING ADDRESS

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HOTELS

Sheraton Centre Downtown

\$95/night (single/double)
\$135/night (Club Level single/double)
Call 416.361.1000 for reservations
www.sheratoncentretoronto.com

Harbour Castle Westin

\$95/night (single/double)
Call 416.869.1600 for reservations
www.westin.com/harbourcastle

