



**NORTH AMERICA'S
LARGEST
INDOOR BOAT SHOW
FOR 61 YEARS!**



**TORONTO
INTERNATIONAL
BOAT
SHOW**

SINCE 1959



January 18 - 27, 2019

Energare Centre,
Exhibition Place



**CANADIAN
Boat Shows**

Boating
Ontario





NORTH AMERICA'S LARGEST INDOOR BOAT SHOW FOR 61 YEARS!

THE PEOPLE YOU WANT:

- 66% own a boat
- 77% come to shop for boats, accessories and services
- 9% come to learn about boating and visit the Discover Boating Centre
- 65% are male, 35% are female
- 22% are 18 - 34 years of age
65% are 35 - 65 years of age
13% are over 65
- 46% are married with children
18% are married with no children
18% are single
15% are empty nesters
3% are single parents

TYPE OF BOATERS:

- Cottager - 49%
- Marina Boater - 20%
- Trailerable Boater - 23%
- Yacht Club Boater - 8%

DISTANCE TRAVELLED:

- 38% less than 60 km
- 32% 61 - 120 km
- 16% 121 - 200 km
- 14% more than 200 km

NUMBER OF YEARS ATTENDED:

- 27% first time
- 33% 2 - 5 years
- 19% 6 - 10 years
- 13% 11 - 20 years
- 8% 21 - 60 years

TYPE OF BOAT OWNED:

- Runabout 19%
- Cruiser 12%
- Sailboat 11%
- Fishing Boat 23%
- Canoe/Kayak/Pedal 10%
- High Performance 5%
- PWC or Jet Boat 7%
- Motor Yacht 4%
- Pontoon or Deck 7%
- Other 2%

(statistics drawn from 2018 survey)

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 2018 show having an attendance of 77,493 qualified consumers.

More than 400,000 net square feet of exhibit space. Over 1,200 boats on display including: power, sail, fishing, pontoon boats, trawlers, canoes, kayaks, electric and wooden boats, from 6 - 50 feet! Mariner's Marketplace and Cottage Country showcasing marine accessories, services, docks electronics, marinas, nautical clothing, footwear, gifts and more.

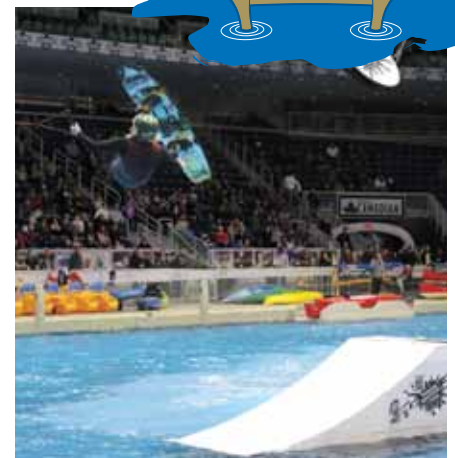
MARKETING & PROMOTIONS

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, digital, social media (facebook, twitter, instagram & snapchat) advertising and e-mail. The public relations team reinforces the advertising messages, to general 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 2019 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, pedal boat rides, wakeboarding, water skiing and special events.



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 18, 2019 (2pm - 8pm)



Over the course of 19 years, the Toronto International Boat Show's Preview Day has raised more than \$835,000 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)

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

| NON-MEMBER | BOATING ONTARIO / NMMA MEMBER |
|------------|-------------------------------|
|------------|-------------------------------|

| | |
|---------|---------|
| \$20.90 | \$19.00 |
| \$12.20 | \$11.10 |

RATES

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

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|------------|-------------------------------|
|------------|-------------------------------|

| | |
|---------|---------|
| \$21.55 | \$19.60 |
| \$12.60 | \$11.45 |

All rates are in Canadian funds.

Applications will only be accepted for marine related products.

All booths require a nautical theme.

HERE'S WHAT EXHIBITORS SAY...

"This was the strongest show we have ever had!"

Pete Moreau, Central Marine

(dealer for Rinker, Stanley, Worldcat, Godfrey/Hurricane and Jeanneau Power)

"We are very pleased with the success we've had at the Toronto Show and excited to see our sales getting back to record numbers. The quality of traffic was stronger than in recent years, we have a very positive outlook for 2018."

Dave Mayhew, The Boat Warehouse

(dealer for Four Winns, Glastron, Wellcraft and Lowe)

"Toronto Boat Show 2018... The best year yet! The boost in weekday attendance after 5pm contributed to excellent sales. We are excited for the next 60 years!"

Jack Summers of Radioworld

"The Toronto Boat Show always provides an extremely robust start to our year. This year we continued to see quality customers."

Matt French, Desmasdons Boat Works

(dealer for Grady-White, Key West and Rossiter)

"We are shocked that after a cold summer our sales are up from last year! Sales have been more consistent throughout the week. Two thumbs up – this is a great show!"

Donna Rork, Cottage Toys

"The Toronto Boat Show provides a great start to the spring season. It's an important part of our marketing strategy. This show is a must attend as it sets us up for the entire summer."

Phil Hodgson, HB Cycle & Outdoor Center

(dealer for BRP)



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 200 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
905.951.4054 – chare@canadianboatshows.com

Tracy Williams, Sales Manager
905.951.4050 – twilliams@canadianboatshows.com

Wendy McCarroll, Shows Administrator
905.951.0009 – wmccarroll@canadianboatshows.com

Judy Richardson, Sponsorships
905.476.9685 – jrmedia@rogers.com

Lisa Creighton, Controller
905.951.4049 – lcreighton@canadianboatshows.com

Kim Blair, Seminar Manager
kblair@canadianboatshows.com

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
twilliams@canadianboatshows.com

To discuss sponsorship and promotional opportunities, contact:
Judy Richardson, jrmedia@rogers.com
Tracy Williams, twilliams@canadianboatshows.com

MAILING ADDRESS

14 McEwan Drive W., Unit 8
Bolton, Ontario, Canada L7E 1H1
Tel: 905.951.0009
Fax: 905.951.0018

TorontoBoatShow.com

