

North America's Largest Indoor Boat Show

TORONTO
INTERNATIONAL
**BOAT
SHOW**

67 YEARS



January 18 – 26, 2025
Energycare Centre, Exhibition Place



The Toronto International Boat Show is the Premiere Show in Canada and One of the World's Leading Boat Shows



60,000+
Qualified
Attendees



1M sq.ft.
Contiguous Space
Across 8 Exhibit Halls



500+
Exhibitors



1000+
Boats
on Display



\$354 M
in Economic
Impact

Thousands of accessories and services in 2 retail halls – Mariner's Marketplace and Cottage Country

The Most Feature-Rich Show in North America

World's Largest
Indoor Lake for
Boaters



Indoor Wakeboard
Championship



Seminars



Electrification
of Boating



Get into
Sailing



Boater's
Resource Centre



Great Canadian
Fish Tank



WaterwaysTV



Glow in the
Dark Boating



Kids & Classics
Boatshop



Antique &
Classic Boats



Marine Technical
Training Centre



The Industry's Top Manufacturers and Dealers

collaborate at the
Toronto Show to
represent brands
in an impactful
sales environment

“ We matched or **exceeded**
pre-covid sales in our
different segments.

Mike Reesor,
Smokercraft Inc.

84%

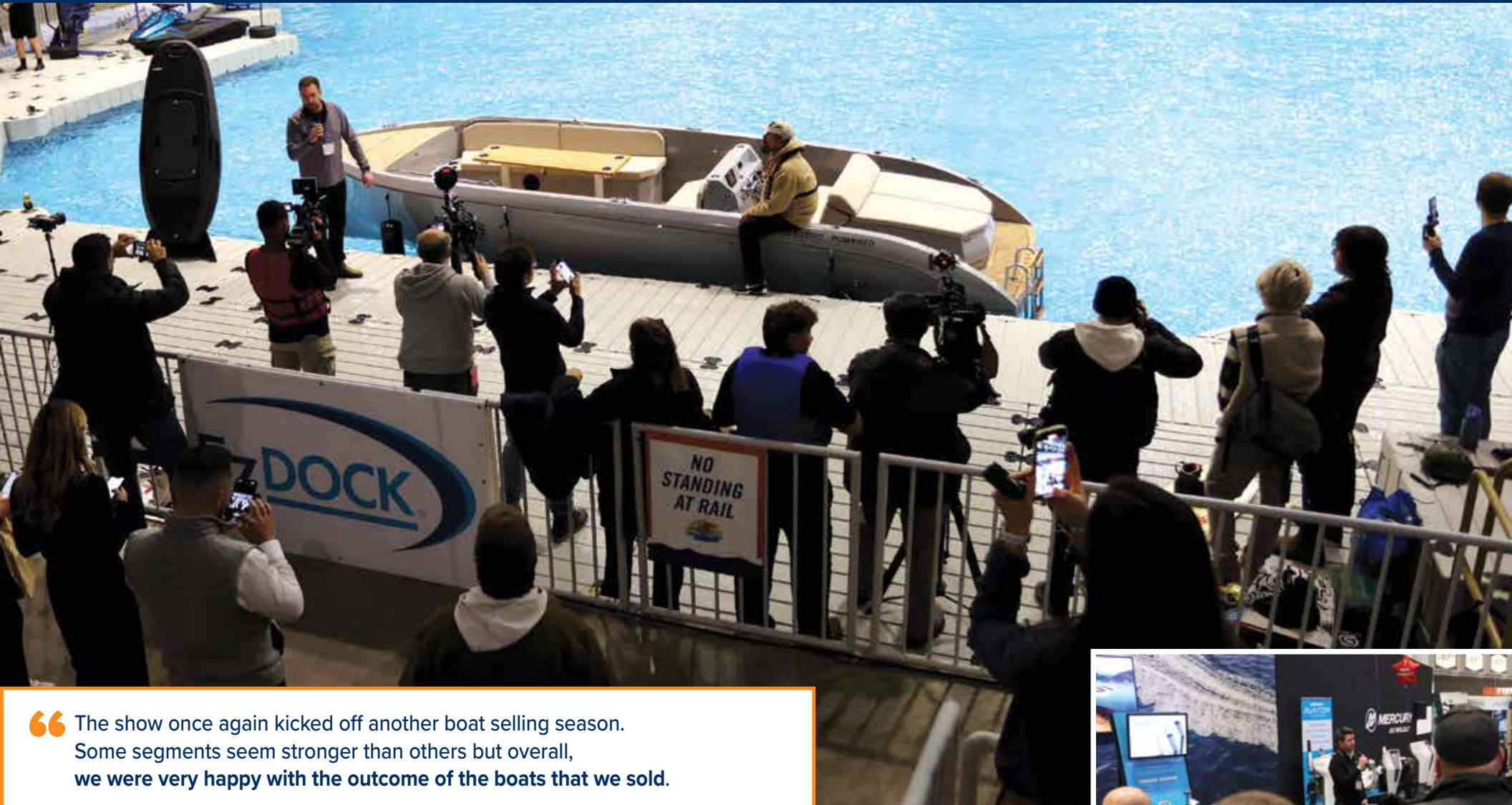
**Exhibitors rate their
satisfaction with the Show as
Excellent – Very Good – Good !**

“ Toronto International Boat Show launches the retail season for us, providing an **invaluable opportunity to connect with our consumers and industry partners** from across the province and country. The energy from our customers was palpable and contagious. They were excited to talk with us about new products and innovative technology to enhance their on-water experience.

Matt Booth,
Yamaha Motor Canada Ltd.

The Toronto International Boat Show is a Trusted Retail Season Launch

Secures leads early into the season and stronger sales for months to come



“ The show once again kicked off another boat selling season. Some segments seem stronger than others but overall, we were very happy with the outcome of the boats that we sold.

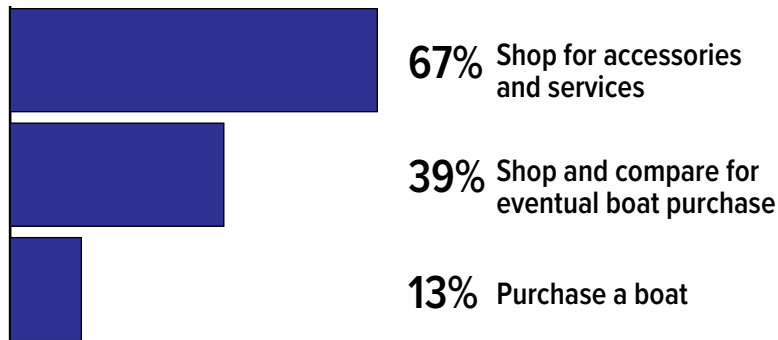
Dave Mayhew,
The Boat Warehouse
(dealer for Axopar, Brabus, Wellcraft, Four Winns, Glastron, Lowe)



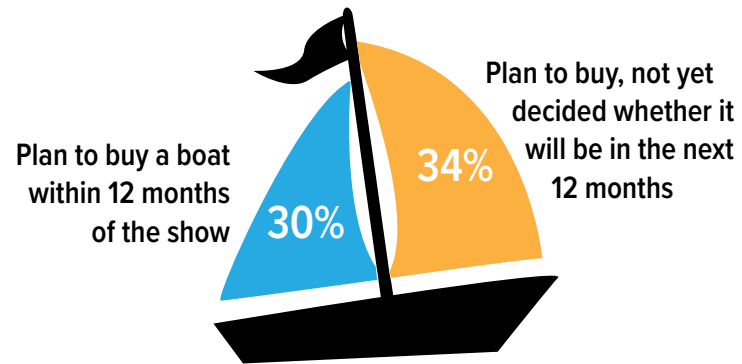
Affluent Customers in Active Buying and Planning Stage Will be there in 2025

- TIBS facilitates fruitful connections with high household income customers
- Qualified attendees ready to spend & are happy with their experience

MAIN REASONS TO ATTEND



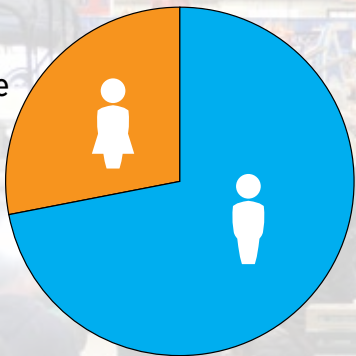
ATTENDEES WHO PLAN TO PURCHASE A BOAT:



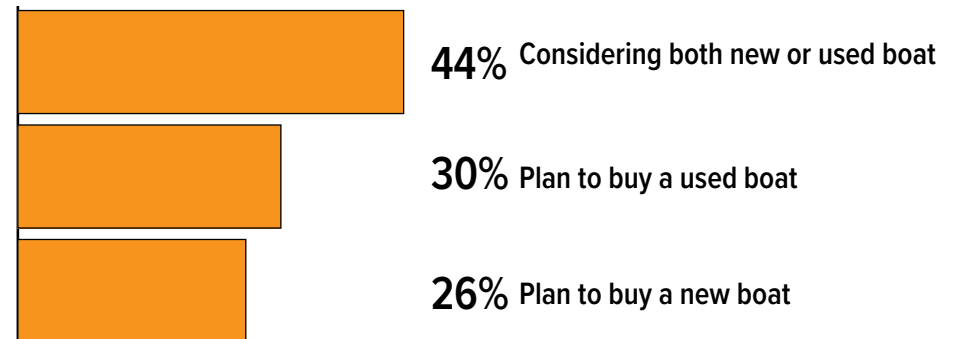
82%

of Consumers rate their experience at the show as Excellent – Very Good – Good !

28% Female



72% Male



Engage With Over 60K+ Buyers for Your Products and Services

“The quality of the attendees was up – those that visited our booth were buyers.

Dave Harris,
Harris & Ellis Yachts Inc

“The level of consumer walking through the show was very good. Very strong sales on the smaller boats for Regal. We did see a push on larger boats as a whole for certain areas within Ontario and Eastern and Western Canada following the show.

Thomas Medri,
Regal Boats

EXPOSE YOUR OFFER TO BOATING ENTHUSIASTS – FROM EXPERIENCED TO NEW TO BOATING!



70% Own a boat



27% First time attendees



58% Travel from outside of Toronto 60 - 200+ km

IS THIS THE BOATER AND COTTAGER YOU ARE AFTER?



49% Cottage boaters



29% Trailerable boaters



18% Marina boaters



5% Yacht club boaters

More New Products Launched at The Toronto Show than Anywhere in Canada

- The Toronto International Boat Show serves as the launch pad for new products
- New product showcase featured online
- Product unveilings on media day

“ TIBS continues to thrive while delivering tens of thousands of qualified customers through the doors willing to spend! We can confidently say that **the 2024 show was one of our most successful years as a vendor at TIBS**, nipping at the heels of an unprecedented, record setting 2023.

Jack Summers,
Radioworld



Highly Targeted Marketing Reaches the Customer You Want



TARGETED YEAR-ROUND COMMUNICATIONS

- 25K printed show guides
- Interactive floorplan
- Digital exhibitor and product directory
- Customized opportunities for promotional exposure and activations
- Highly visible integrated advertising & public relations campaign



232,779
Unique Website
Visitors



70,000
Captain's Club
Newsletter
Email Database



162 M
PR Campaign
Impressions



101.7 M
Ad Campaign
Impressions



17.5 M
Digital & Social Media
Impressions

36,731 Followers

2025 Space Rates

	2025 Early Bird Rates <i>Submit By August 1, 2024.</i>	2025 Regular Rates
BOOTH (100-499 SQ.FT.)		
Boating Ontario/NMMA Member	\$21.50	\$22.55
Non-Member Rate	\$23.65	\$24.80
BULK (MINIMUM 500 SQ.FT.)		
Boating Ontario/NMMA Member	\$12.60	\$13.25
Non-Member Rate	\$13.75	\$14.45

All rates per sq.ft. are in Canadian dollars, plus 13% HST.



EARLY BIRD SPECIAL

Renewing & New Exhibitors who submit their application and 25% deposit for the 2025 show **by August 1, 2024** will pay Early Bird space rates!

Call us or email to apply for space

Linda Waddell
Show Director
905.951.4051
lwaddell@canadianboatshows.com

Cynthia Hare
Show Manager
905.951.4054
chare@canadianboatshows.com

Katya Sundukova
Sales & Marketing Manager
905.951.4050
katya@canadianboatshows.com

