



North America's Largest Indoor Boat Show



January 17 – 25, 2026
Energycare Centre, Exhibition Place



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



55,000+
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**



**Electrification
of Boating**



SUP Races



**Glow in the
Dark Boating**



**Let's Go
Boating**



**Sunset Dockside
Lounge**



**Indoor Wakeboard
Championship**

The Most Feature-Rich Show in North America

**Themed Displays
Across 8
Exhibit Halls**

**Discover Camping
& Boating**



Seminars



**Get into
Sailing**



**Boater's
Resource Centre**



**Antique &
Classic Boats**



**Kids & Classics
Boatshop**



WaterwaysTV



**Great Canadian
Fish Tank**





The Industry's Top Manufacturers and Dealers

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

84%

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

“ We came into TIBS 2025 with a purpose to move the last of our non-currents and focus on the positives of boating! We completely **exceeded our expectations and targets**. The Late Night Thursday added much value to our end numbers and this will be a show to give us new goals in the years to come!

Pete Moreau,

Central Marine

*(dealer for Jeanneau Power,
Armada, Stanley)*

“ The Toronto boat show is a must to **kick start the season** and get to meet our customers. Well structured and organized, the team does an incredible job to help exhibitors make the most out of the show. **A must to attend and exhibit.**

Olivier Martin,

Candock, sponsor of 2025 Seminars

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 response to the launch of Vetta at TIBS 2025 was better than we could have hoped for. The consumer’s interest quickly turned into **strong sales coming out of the show.** ”

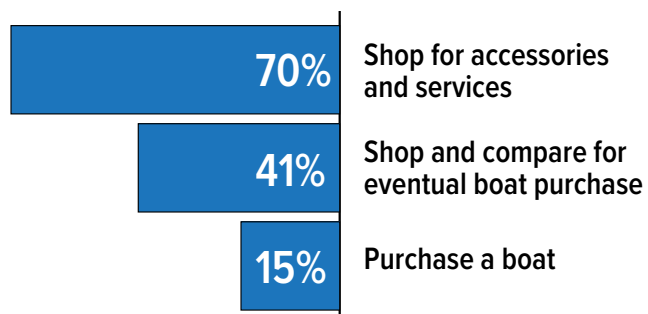
Jesse Davis,
Vice President, Duhamel and Dewar



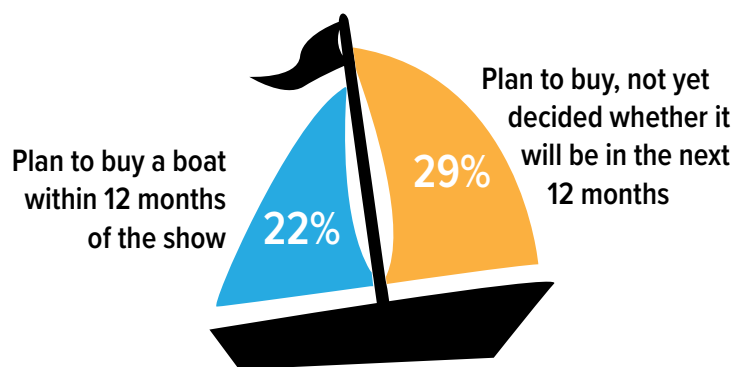
Affluent Customers in Active Buying and Planning Stage Will be there in 2026

- 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

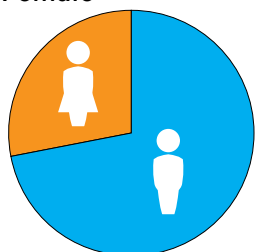


91%

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

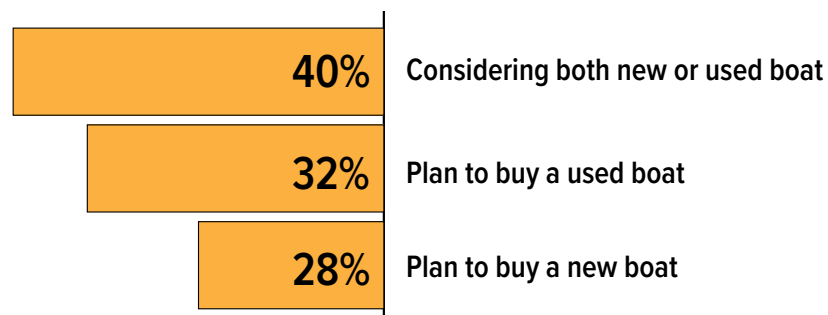
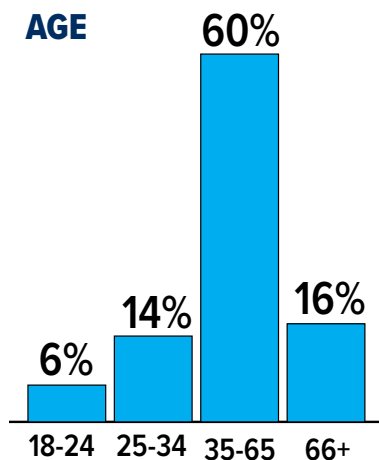
GENDER

33% Female



67% Male

AGE



Engage With Over 55K+ Buyers for Your Products and Services

“This is the best show for **qualified buyers** looking for watersports and boats. We always look forward to the Toronto Show and it never disappoints!

Donna Rork,
Cottage Toys

“Due to the economic uncertainty heading into the show, we were unsure of the results we would see at the 2025 show. I can confidently say that we **exceeded sales** over the 2024 show.

Brad Hutchinson,
Sunstream Boat Lifts

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



70% Own a boat

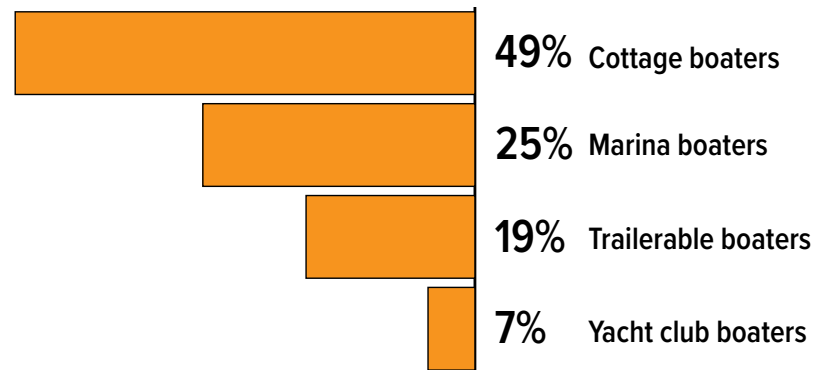


28% First time attendees



55% Travel from outside of Toronto 60 - 200+ km

IS THIS THE BOATER AND COTTAGER YOU ARE AFTER?



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!
Jack Summers, *Radioworld*

Launch of Vigo pontoon cruiser has paid back and we reached **better results** than in the previous year.

Andrey Grebennikov,
GMI Marine Distribution/Gala, Grand, Vigo boat brands

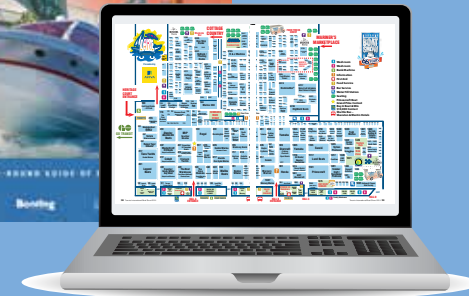
We have had a successful Toronto Boat Show and are looking for a larger space next year.

D'Arcy Craig, *Pace Marine, first time exhibitor at TIBS*

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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



248,575
Active Website
Users



72,000
Captain's Club
Newsletter
Email Database



57 M
PR Campaign
Impressions



95.5 M
Ad Campaign
Impressions



18.3 M
Digital & Social Media
Impressions

36,731 Followers

2026 Space Rates

	2026 Early Bird Rates <i>Submit by August 15, 2025</i>	2026 Regular Rates
BOOTH (100-499 SQ.FT.)		
Boating Ontario/NMMA Member	\$22.55	\$23.70
Non-Member Rate	\$24.80	\$26.05
BULK (MINIMUM 500 SQ.FT.)		
Boating Ontario/NMMA Member	\$13.25	\$13.95
Non-Member Rate	\$14.45	\$15.20
<i>All rates per sq.ft. are in Canadian dollars, plus 13% HST.</i>		

**For space,
sponsorship,
sampling & promotional
partner opportunities contact:**



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Call us or email to apply for space

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