

SPONSORSHIP OPPORTUNITIES



North America's Largest Indoor Boat Show

January 16 – 24, 2027

Enercare Centre, Exhibition Place

Connect with Canada's Most Engaged Boating & Waterfront Lifestyle Audience

The Toronto International Boat Show is more than North America's largest indoor boat show.

It is where passionate consumers come to discover new products, compare brands, make purchasing decisions that enhance the boating and cottage lifestyle they love.

For 69 years, the Boat Show has been the trusted destination for boaters, cottagers, anglers, paddlers and outdoor enthusiasts, attracting an affluent audience that returns year after year looking for inspiration, education and their next purchase.

Why Partner With Us?

Today's consumers don't simply want to see brands they want to experience them **LIVE!**



The Toronto International Boat Show offers opportunities to become part of the attendee journey through immersive experiences, hands-on demonstrations, hospitality, education, and entertainment.

Every partnership is developed collaboratively, ensuring your objectives are at the centre of the program. Whether your focus is brand awareness, customer acquisition, product launches, first-party data collection or client engagement, our team will build a program that aligns with your goals.



They Come to See New Products & Buy

Every January, the Toronto International Boat Show connects brands with tens of thousands of consumers who are actively planning their next purchase and looking for trusted products and services.

Audience Demographics

- 50,000+ attendees
- 67% male | 33% female
- 62% between the ages of 35–65
- 67% attend with the intention to shop with 68% own a boat
- 49% own a cottage or waterfront property
- 90% rate their experience as Good, Very Good or Excellent

Dynamic Reach Before, During & After the Show

Our integrated marketing approach extends well beyond the days the Show is open.

Every partnership is supported through a coordinated 360 degree media strategy that creates multiple touchpoints throughout the customer journey.

Our Multi-Channel Marketing Campaign includes:

- Public Relations
- Email Marketing
- Television / Streaming
- Social Media Organic & Paid
- Radio
- Print
- Digital
- Website

These attendees are highly engaged and actively investing in recreation, travel, outdoor living, home improvement, technology, automotive, financial services and premium lifestyle products.



Powerful Results

177M

Marketing Impressions

50K

Attendees

500+
Exhibitors

564,000+
Website Users

73,000+
eNewsletter Subscribers

40,000+
Social Media Followers

Build Loyalty & Drive Results

We work alongside sponsors to develop programs that connect brands with our audience in memorable and authentic ways.

Sponsorship Opportunities Include:

- Ticket & Registration Sponsor
- Official Tow Vehicle
- Seminar Stages
- Sampling Programs
- Women's Day Title Sponsor
- Pickleball Court on the Lake
- On-water Experiences
- Fishing Demos
- Sustainability Sponsor
- Food & Beverage Areas
- VIP Branded Lounges
- Dedicated Areas for Your Own Activations
- Media Day
- Digital Campaigns



Customized sponsorships designed to reach your sales & marketing goals

Let's Build Something Together

The strongest partnerships begin with a conversation. We would welcome the opportunity to learn more about your brand and explore how the Toronto International Boat Show can help you connect with one of Canada's most engaged lifestyle audiences through a customized partnership program.

Contact Us

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