



**BOATING**BC  
ASSOCIATION™

PRESENTS

VANCOUVER INTERNATIONAL  
**B**  **AT SHOW**®

WESTERN CANADA'S LARGEST BOAT SHOW  
**JANUARY 18 - 22, 2017**  
**BC PLACE & GRANVILLE ISLAND**

PRODUCED BY



# WESTERN CANADA'S LARGEST BOAT SHOW

Kick off your season at a proven sales event! The Vancouver International Boat Show is a must-attend event for boaters and anyone thinking of getting into boating—Over 30,000 qualified prospects expected to attend! There's no better way to reach British Columbia's boating market.



## QUALIFIED, ENGAGED ATTENDEES

### THE PEOPLE YOU WANT

- 69% own a boat
- 65% come to the Show to shop for boats, accessories and services
- 60% plan to attend the floating boat show

### DEMOGRAPHIC PROFILE

- 71% are male
- 69% are 35–65 years of age
- 15% are 18–34 years of age
- 74% earn more than \$76,000

### TYPES OF BOATERS

- Trailerable Boater 37%
- Cruiser Boater 33%
- Cottager 17%
- Yacht Club Boater 14%

### AREA/REGION TRAVELLED FROM

- 57% Lower Mainland
- 9% Fraser Valley
- 14% Vancouver Island
- 4% Sunshine Coast
- 5% Thompson Okanagan
- 6% Northern BC
- 2% Alberta
- 4% Other

### NUMBER OF YEARS ATTENDED

- 27% first time in 2016
- 35% 2–5 years
- 16% 6–10 years
- 12% 11–20 years
- 9% 21–54 years

### TYPES OF BOATS OWNED

- 18% Runabout
- 22% Fishing Boat
- 14% Sailboat
- 16% Cruiser
- 10% Motor Yacht
- 5% High Performance
- 8% Canoe/Kayak/Pedal
- 3% PWC or Jet Boat
- 2% Pontoon or Deck
- 2% Other

(Statistics drawn from 2016 attendee survey)

*"The 2016 Show has been one of our highest quality shows ever. We saw old clients and met new ones and we are thrilled with the results we're seeing across all segments. We are optimistic about BC as a very strong marketplace for M&P."*

– Bob Pappajohn, M&P Mercury Ltd.

*"Our outboard engine sales were up 50%. We had crowds in our space every day, all day, and the quality of people was exceptional. Our PWC and sport boat package sales were extremely strong. This was a great show for us."*

– Steve Cyr, Yamaha Canada.

*"We went into the 2016 show without a clear understanding of how the value of the Canadian dollar would affect us. We're excited to say that despite the uncertainty, we topped our results from last year, and are up 10%-15%. This was our best show ever."*

– Mike Hudson, Port Boat House.

*"This was a good show for us thanks to the quality of people in attendance. We wrote several deals and a significant number of leads for follow up with."*

– Don Craig, Rod's Power & Marine.

*"2016 was the most successful year of sales we've ever had at the Boat Show, and considering that we've been exhibiting for 38 years. People came ready to buy and the Show was well organized as usual."*

– Mary Bayes, Western Canoeing and Kayaking Inc.

## ADVERTISING & PROMOTIONS

Show marketing is designed to boost attendance and drive qualified traffic to the Show. A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, internet and e-mail. Public relations reinforces the advertising, working to generate Show awareness by securing news stories in TV, newspapers, magazines and online.





## DISCOVER BOATING AT WORK

Boating BC is a strong supporter 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.

The Discover Boating Centre helps show-goers get started in boating and learn how to make the most of time on the water. Consumers stop by for • Straightforward answers to all boating questions • Unbiased advice on choosing a boat that suits their lifestyle and budget • Trusted information and local resources to help them get started

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.

(Note: The Discover Boating surcharge collected on show space is not used towards the Discover Boating Centre feature at the show).



### DISCOUNTED INDOOR SPACE RATES AT BC PLACE

(Cheque, cash, wire. Price is per square foot)

	Boating BC Regular Member	Boating BC Affiliate Member
<b>Booth</b> (min 100 sqft)	\$13.80	\$16.70
<b>Bulk</b> (min 400 sqft)	\$6.50	\$8.05

### DISCOUNT FLOATING SHOW SPACE RATES AT GRANVILLE ISLAND

(Cheque, cash, wire. Price is per square foot) (LOA x Beam)

	Boating BC Regular Member	Boating BC Affiliate Member
	\$3.25	\$4.00

### INDOOR SPACE RATES AT BC PLACE

(Price is per square foot)

	Boating BC Regular Member	Boating BC Affiliate Member
<b>Booth</b> (min 100 sqft)	\$14.25	\$17.30
<b>Bulk</b> (min 400 sqft)	\$6.70	\$8.30

### FLOATING SHOW SPACE RATES AT GRANVILLE ISLAND

(Price is per square foot)

	Boating BC Regular Member	Boating BC Affiliate Member
	\$3.35	\$4.15

### YOUR RATE INCLUDES:

- Backdrop for booth displays
- Material handling (cranes/forklifts)
- Crate storage during the show
- Exhibitor credentials
- Show Guide listings
- Link to your website from VancouverBoatShow.ca
- Exhibitor Guest Ticket program
- Exhibitor Lounge



All rates are in Canadian funds. Applications will only be accepted for marine products. All booths require a nautical theme.



# FOR SHOW AND EXHIBITING INFORMATION CONTACT CANADIAN BOAT SHOWS

## CANADIAN BOAT SHOWS - WE'RE WORKING FOR YOU!

The Vancouver International Boat Show is owned by Boating BC and produced by Canadian Boat Shows.

Western Canada's largest consumer boating event, is a world-class show, produced by a world-class team that brings you more than 100 years of combined industry experience and is dedicated to delivering exceptional customer service.

## THE VANCOUVER BOAT SHOW TEAM

Tel: 604-678-8820

Eric Nicholl, Show Manager  
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Lisa Creighton, Controller  
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Rob Scott, Logistics  
rob@robscottprod.com

Judy Richardson  
jrmedia@rogers.com

## INFORMATION ON EXHIBIT SPACE

### START PLANNING NOW!

Exhibit Space will be sold out! Ensure you speak with us as soon as possible regarding your space needs.

Contact Eric Nicholl,  
enicholl@canadianboatshows.com  
Direct Line: 604-882-8024

### Address

Canadian Boat Shows  
Suite 446  
505 - 8840 210<sup>th</sup> Street  
Langley, BC V1M 2Y2  
[www.VancouverBoatShow.ca](http://www.VancouverBoatShow.ca)

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## INFORMATION ON BOATING BC MEMBERSHIP

Boating BC is the voice of the recreational marine industry in British Columbia. As owners of the Vancouver International Boat Show, the Association strives to ensure our industry remains strong; addressing issues that matter to industry and removing barriers for businesses and boaters alike. Canadian Boat Shows works closely with Boating BC to evolve and improve the show each year.

All exhibitors are required to join Boating BC to further develop our community and strengthen our industry's voice. The benefits are many and include immediate savings on show rates.

For more information on becoming a member, visit: [www.boatingbc.ca/membership/fees](http://www.boatingbc.ca/membership/fees).

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