

Are you looking for ways to increase sales revenues for your business?

Businesses in the marine industry are continuously delivering a strong ROI from participating in the Vancouver International Boat Show; this year's dates fall over January 18-22, 2017 at BC Place and Granville Island.

Exhibitors are using the following to help increase their sales revenues:

- Leveraging the show's year-round marketing efforts
- Reaching the show's average, annual attendee base of over **30,000 qualified buyers** from the Vancouver, Greater Vancouver / Lower Mainland Area and well beyond
- Meeting Pre-qualified & motivated visitors face-to-face - **80% come to shop for boats, accessories and services**
- Implementing targeted sales and marketing strategies to generate **MORE** Sales, leads, appointments, branding, and sampling at Canada's largest event for the industry with **more than 250,000** square feet of exhibit space

You can have these same opportunities!

### **WHY EXHIBIT IN THE VANCOUVER INTERNATIONAL BOAT SHOW?**

Exhibiting in the Vancouver International Boat Show is a dynamic way to meet highly qualified prospects—boaters, fishermen and water sports enthusiasts—face-to-face in an atmosphere that helps sell the boating lifestyle. The Show's market exposure and year-round marketing efforts fit all marine business needs, and will provide you with:

### **DIRECT CONSUMER INTERACTION & INTELLIGENT MARKETING AND ADVERTISING**

**You Can:**

- Create and build **brand awareness**
- **STAND OUT** from your competitors
- **Utilize cost effective marketing**, to see, touch, smell or hear your products & services
- **Capitalize on a highly visible**, fully integrated advertising campaign and capture media attention

**For 55 years!** We attract, capture & draw highly-qualified consumers to you!

Feel free to review the information contained in the attached brochure and learn why exhibitors return year-after-year!

Space is limited! If you are interested, please apply as soon as possible by submitting the attached space application. Please contact me directly at 604-882-8024 or via email at [enicholl@canadianboatshows.com](mailto:enicholl@canadianboatshows.com) if you have any questions at all.

I look forward to discussing space opportunities for you!

Best Regards,



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Canadian Boat Shows

[www.VancouverBoatShow.ca](http://www.VancouverBoatShow.ca)

*The Season Starts Here*