

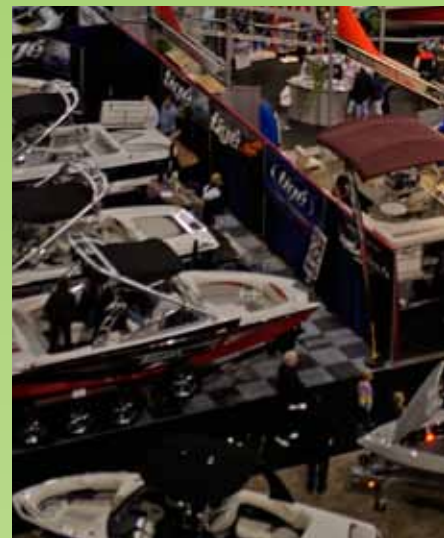


50TH
ANNIVERSARY

VANCOUVER
INTERNATIONAL

BOAT
SHOW[®]

February 8 – 12, 2012



produced by

CANADIAN
Boat Shows

owned by

BC
MARINE
TRADES
ASSOCIATION

WESTERN CANADA'S PREMIERE 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 40,000 QUALIFIED PROSPECTS EXPECTED TO ATTEND! THERE'S NO BETTER WAY TO REACH BRITISH COLUMBIA'S BOATING MARKET.

QUALIFIED, ENGAGED ATTENDEES

THE PEOPLE YOU WANT

- 67% own a boat
- 72% come to the Show to shop for boats, accessories and services
- 60% plan to attend the in-water venue

DEMOGRAPHIC PROFILE

- 70% are male
- 72% are 35–65 years of age
- 18% are 18–34 years of age
- 63% earn more than \$76,000

TYPES OF BOATERS

- Trailerable Boater 37%
- Cruiser Boater 31%
- Cottager 17%
- Yacht Club Boater 15%

AREA/REGION TRAVELED FROM

- 58% Lower Mainland
- 14% Vancouver Island
- 9% Fraser Valley
- 4% Sunshine Coast
- 5% Thompson Okanagan
- 5% Northern BC
- 2% Alberta
- 3% Other

NUMBER OF YEARS ATTENDED

- 32% first time in 2011
- 33% 2–5 years
- 15% 6–10 years
- 11% 11–20 years
- 9% 21–49 years

TYPES OF BOATS OWNED

- 20% Runabout
- 17% Fishing Boat
- 17% Sailboat
- 16% Cruiser
- 11% Motor Yacht
- 5% High Performance
- 7% Canoe/Kayak/Pedal
- 2% PWC or Jet Boat
- 2% Pontoon or Deck
- 3% Other

(Statistics drawn from 2011 attendee surveys)

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, securing news stories in TV, newspapers, magazines and online.





DISCOVER BOATING AT WORK

The Discover Boating Centre has been a huge success and will again be an important resource for attendees—57% of new-boat buyers attended a boat show first and based their buying decisions on information gathered at boat shows, according to a JD Powers survey.

Discover Boating helps people become boaters, providing prospective buyers with one-on-one advice and promoting the industry. The 2012 Vancouver Boat Show will continue to administer a surcharge on all exhibit space for the provincial Discover Boating Fund. The fund is managed through the BCMTA with goals and objectives of attracting more new boaters for the industry of British Columbia.

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

RATES

Booth (min. 100 square feet)

BCMTA - Regular Member	\$11.00 sq. ft.
BCMTA - Affiliate Member	\$13.50 sq. ft.
Non-member	\$15.15 sq. ft.

Bulk (min. 400 square feet)

BCMTA - Regular Member	\$5.50 sq. ft.
BCMTA - Affiliate Member	\$6.75 sq. ft.
Non-member	\$8.00 sq. ft.

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

YOUR RATE INCLUDES

- Back-drop 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



VancouverBoatShow.ca



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 the British Columbia Marine Trades Association (BCMTA) and produced by Canadian Boat Shows and is Western Canada's largest consumer boating event.

The Vancouver Boat Show is a world-class show, produced by a world-class team that brings you more than 70 years of combined industry experience. Dedicated to delivering exceptional customer service - our goal is to make the Vancouver Boat Show better each year.

THE VANCOUVER BOAT SHOW TEAM

Tel: 604-678-8820

Eric Nicholl, Show Manager
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Linda Waddell, Show Director
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Cynthia Hare, Manager
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Judy Richardson, Sales Manager
jrichardson@canadianboatshows.com

Scott MacInnes, Sales Manager
smacinn@canadianboatshows.com

Monica Smith, Office Manager
msmith@canadianboatshows.com

INFORMATION ON EXHIBIT SPACE - START PLANNING NOW!

Exhibit Space will be sold out! Ensure you speak to one of our show team members as soon as possible regarding your space needs.
Tel: 604-678-8820

Eric Nicholl, enicholl@canadianboatshows.com
Judy Richardson, jrichardson@canadianboatshows.com
Scott MacInnes, smacinn@canadianboatshows.com

Address

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www.vancouverboatshow.ca

INFORMATION ON MEMBERSHIP IN BCMTA

The British Columbia Marine Trades Association (BCMTA) is the voice of the recreational marine industry in BC and owner of the Vancouver International Boat Show. CBS works with the BCMTA Executive Committee to make the show better each year.

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produced by

