



WESTERN CANADA'S LARGEST **BOAT SHOW**



BOATINGBC
ASSOCIATION™

PRESENTS

VANCOUVER INTERNATIONAL

B **AT SHOW**®

FEBRUARY 6 - 10, 2019

BC PLACE & GRANVILLE ISLAND

Vancouver**Boat**Show.ca

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
- 67% come to the Show to shop for boats, accessories and services
- 58% plan to attend the floating boat show

DEMOGRAPHIC PROFILE

- 68% are male
- 67% are 35–65 years of age
- 17% are 18–34 years of age
- 73% earn more than \$76,000

TYPES OF BOATERS

- Trailerable Boater 32%
- Cruiser Boater 34%
- Cottager 18%
- Yacht Club Boater 16%

AREA/REGION TRAVELLED FROM

- 56% Lower Mainland
- 9% Fraser Valley
- 14% Vancouver Island
- 5% Sunshine Coast
- 5% Thompson Okanagan
- 4% Northern BC
- 3% Alberta
- 5% Other

NUMBER OF YEARS ATTENDED

- 27% first time in 2018
- 31% 2–5 years
- 18% 6–10 years
- 12% 11–20 years
- 10% 21–55 years

TYPES OF BOATS OWNED

- 18% Sailboat
- 19% Fishing Boat
- 16% Runabout
- 16% Cruiser
- 11% Motor Yacht
- 7% Canoe/Kayak/Pedal
- 5% High Performance
- 3% PWC or Jet Boat
- 2% Pontoon or Deck
- 3% Other

(Statistics drawn from 2018 attendee survey)

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.

"We've been with the Vancouver Boat Show for 56 years! The 2018 Show was one of our best ever and our new products were very well received!"

– Bob Pappajohn, M&P Mercury Sales Ltd.

"We are thrilled to be back in B.C. There was great exposure at the 2018 Vancouver International Boat Show and we look forward to returning in 2019. Customer response at the show has been unbelievable and we have seen a lot of excitement for Chris Craft in the market."

– Bastien Bonnet, International Sales Director, Chris-Craft Corporation

"We saw record-breaking sales at the 2018 Vancouver International Boat Show. The public have been eager to look at what's new. The Show is a key building block for the year, allowing us to meet new customers and setting us up for success for the rest of 2018."

– Tony Essler, Rayburns Marine / Martin Motor Sports Kelowna

"The Vancouver Boat Show brings out qualified buyers. Sales continue to be strong at both BC Place and the Floating Show."

– Don Young, Freedom Marine.

"2018 was another great Vancouver International Boat Show, with lots of committed buyers right from day one. On Vancouver Island, we see lots of people looking to get into the boating lifestyle, and the Show is a great opportunity for them to see a full range of what is available and to learn more about boating."

– Barry Sherwood, Sherwood Marine Centre

"The first four days of the 2018 Vancouver Boat Show were exceptional, with lots of local buyers looking for the latest products."

– Salim Ladha, Steveston Marine & Hardware.

"The 2018 Show was one of the most positive shows I have attended; the Show exceeded our expectations once again. It's been exciting to see so many new buyers starting off in 16ft and 18ft runabouts this year. It marked a great start to 2018 for our industry."

– Brendan Keys, GA Checkpoint.

"The 2018 Show was great and sales were up over last year right from the very start of the show. The early crowd was full of ready buyers,"

– Steve Cyr, Yamaha Motor Canada



BOATING BC
ASSOCIATION™

BOATING BC & DISCOVER BOATING AT WORK!



The Boating BC booth on the concourse at the Vancouver Boat Show is a resource for consumers to learn more about how to get started in boating, boating safety or to answer any other boating-related questions. The Association's team of experts offers one-on-one advice to prospective buyers and to those who are looking to broaden their boating experience. Boating BC works in partnership with the national Discover Boating program, featured in the Boating BC booth at BC Place and at the Discover Boating Centre at the floating show on Granville Island where free boat rides are offered.



For consumers who attended a boat show, the boat show had the MOST influence on their decision to buy a boat (57%) – ranking above experience at a dealership (54%) and the internet (47%), according to a recent survey by Foresight Research.

The Boating BC booth, plus Discover Boating at Granville Island, were a huge success last year and will again play an important role in welcoming people to the water.

DISCOUNTED INDOOR SPACE RATES AT BC PLACE

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

	Boating BC Regular Member	Boating BC Affiliate Member
Booth (min 100 sqft)	\$14.65	\$17.75
Bulk (min 400 sqft)	\$6.85	\$8.65

DISCOUNTED 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
	\$3.95	\$4.85

STANDARD INDOOR SPACE RATES AT BC PLACE

(Price is per square foot)

	Boating BC Regular Member	Boating BC Affiliate Member
Booth (min 100 sqft)	\$15.10	\$18.35
Bulk (min 400 sqft)	\$7.10	\$8.95

STANDARD FLOATING SHOW SPACE RATES AT GRANVILLE ISLAND

(Price is per square foot)

	Boating BC Regular Member	Boating BC Affiliate Member
	\$4.10	\$5.00

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

YOUR RATE INCLUDES:

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

VANCOUVER INTERNATIONAL
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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 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

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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,
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Direct Line: 604-882-8024

Address

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PRODUCED BY



BOATING BC

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.

For more information on becoming a member, visit: www.boatingbc.ca.

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