



**NORTH AMERICA'S  
LARGEST  
INDOOR BOAT SHOW  
FOR 62 YEARS!**



**TORONTO  
INTERNATIONAL  
BOAT  
SHOW**

**SINCE 1959**



**January 17 - 26, 2020**

**Energicare Centre,  
Exhibition Place**



  
**CANADIAN  
Boat Shows**

**Boating  
Ontario**





# NORTH AMERICA'S LARGEST INDOOR BOAT SHOW FOR 62 YEARS!

## THE PEOPLE YOU WANT:

- 69% own a boat
- 77% come to shop for boats, accessories and services
- 8% come to learn about boating and visit the Discover Boating Centre
- 66% are male, 34% are female
- 17% are 18 - 34 years of age  
71% are 35 - 65 years of age  
12% are over 65
- 48% are married with children  
15% are married with no children  
16% are single  
10% are empty nesters  
2% are single parents  
9% living with a partner

### TYPE OF BOATERS:

- Cottager - 48%
- Mariner - 21%
- Trailerable Boater - 23%
- Yacht Club Boater - 8%

### DISTANCE TRAVELLED:

- 38% less than 60 km
- 32% 61 - 120 km
- 15% 121 - 200 km
- 15% more than 200 km

### NUMBER OF YEARS ATTENDED:

- 24% first time
- 35% 2 - 5 years
- 17% 6 - 10 years
- 15% 11 - 20 years
- 9% 21 - 60 years

### TYPE OF BOAT OWNED:

- Bowrider 20%
- Centre Console 2%
- Cuddy Cabin 4%
- Fishing Boat 22%
- Motor Yacht 2%
- PWC or Jet Boat 5%
- Ski/Wakesurf 3%
- Canoe/Kayak/Pedal 9%
- Cruiser 9%
- Dingy/Inflatable 3%
- High Performance 1%
- Pontoon or Deck 6%
- Sailboat 11%
- Trawlers 1%
- Other 2%

(statistics drawn from 2019 survey)

## CANADA'S LARGEST AND MOST IMPORTANT EVENT FOR THE INDUSTRY

The Toronto International Boat Show is the premiere show in Canada, and one of the world's leading boat shows. Each year this event brings the entire recreational boating industry together – manufacturers, dealers and boating consumers. It is a must-exhibit event for any business in the Canadian boating industry. It is a must-attend show for boaters and anyone thinking of getting into boating!

**Quality Attendees!** The Toronto Boat Show each year attracts over 70,000 people with the 2019 show having an attendance of 73,464 qualified consumers.

More than 400,000 net square feet of exhibit space. Over 1,200 boats on display including: power, sail, fishing, pontoon boats, trawlers, canoes, kayaks, electric and wooden boats, from 6 - 50 feet! Mariner's Marketplace and Cottage Country showcasing marine accessories, services, docks electronics, marinas, nautical clothing, footwear, gifts and more.

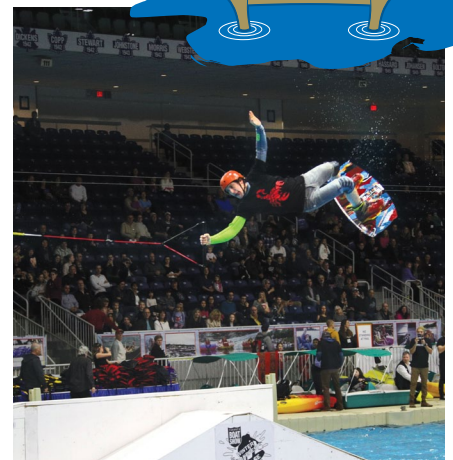
## MARKETING & PROMOTIONS

Show marketing efforts work year-round to attract qualified attendees and increase your chances to get leads and make sales. A highly visible, fully integrated advertising campaign launches in the weeks leading up to the show, featuring a strategic mix of print, broadcast, digital, social media (facebook, twitter, instagram & snapchat) advertising and e-mail. The public relations team reinforces the advertising messages, to general show awareness, securing news stories in TV, newspapers, magazines and online.

Special events, attractions and family-friendly features also make the show stand out, and generate enthusiasm among attendees. Everyone from entire families to groups of friends to corporate clientele rave that the show "offers something for everyone" and there's "no better way to spend the day."

## The largest indoor lake celebrates "Fun on the Water"

The 2020 Show welcomes the return of the Lake as we continue to celebrate "Fun on the Water." Thousands of boating enthusiasts will be exposed to a number of fun water activities, such as kayaking, canoeing, pedal boat rides, wakeboarding, water skiing and special events.



## HERE'S WHAT EXHIBITORS SAY...

*"We feel we are getting more quality attendees each and every year. Although attendance was slightly down our sales were up for the 2019 show!"*

Rob Rule, Maple City Marine  
(dealer for Scout, Beneteau, Kingfisher, Ranger, Regal, Mastercraft & Bennington)

*"This year's show was much better than expected. Our dealers have more leads to follow up than they've had in the past. We are very happy with the results in spite of today's economic climate."*

Bob Spencer, Bennington Pontoons

*"GREAT show with strong sales results!"*

Don Hood, IMTRA Corporation

*"We achieved our strongest sales results at the 2018 Toronto Boat Show and managed to surpass those figures at the 2019 show!!"*

Pete Moreau, Central Marine

*The Toronto Boat Show is a well-organized event and produces consistent sales results year after year.*

Rick Hickson, R & J Machine

*"We were thrilled with all aspects of our experience in 2019 and look forward to next year already! Our sales results were solid – another great show for Radioworld."*

Jack Summers, Radioworld



## New Boater WELCOME Centre

featuring



### DISCOVER BOATING AT WORK!

Canadian Boat Shows are strong supporters of the industry's Discover Boating program helping people become boaters.

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.



### Preview Day -

Friday, January 17, 2020 (2pm - 8pm)

Over the course of 20 years, the Toronto International Boat Show's Preview Day has raised more than \$865,000 for initiatives that are close to the hearts of the boating community. Take part in the Preview Day Exhibitor Guest Ticket program and invite your qualified customers to shop the show without the crowds and get charged only for the tickets that are redeemed at 50% off the Gold Ticket value! Advertising and publicity for the show and industry go beyond the traditional media. As the official opening of Canada's premiere boating event of the year, the Preview Day showcases a united industry working together to help others in need.



## 2020 Space Rates

DISCOUNTED RATES (cheque, cash, wire)	NON-MEMBER	BOATING ONTARIO & NIMMA MEMBER
Booth (minimum 100 sq. ft.)	\$21.50	\$19.60
Bulk (minimum 500 sq. ft.)	\$12.55	\$11.45

RATES	NON-MEMBER	BOATING ONTARIO & NIMMA MEMBER
Booth (minimum 100 sq. ft.)	\$22.15	\$20.20
Bulk (minimum 500 sq. ft.)	\$12.95	\$11.80

All rates are in Canadian funds.

Applications will only be accepted for marine related products.

All booths require a nautical theme.

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

The Toronto International Boat Show is owned by Canadian Boat Shows. It is North America's largest indoor boat show and one of the preeminent selling venues for the industry.

The Toronto Boat Show is a world-class show, produced by a world-class team that brings you more than 200 years of combined industry experience. Dedicated to delivering exceptional customer service and working closely with the Show's Advisory Committee – our goal is to make the Toronto International Boat Show better each year.

### THE TORONTO BOAT SHOW TEAM

Linda Waddell, Show Director  
905.951.4051 – lwaddell@canadianboatshows.com

Cynthia Hare, Show Manager  
905.951.4054 – chare@canadianboatshows.com

Tracy Williams, Sales Manager  
905.951.4050 – twilliams@canadianboatshows.com

Wendy McCarroll, Shows Administrator  
905.951.0009 – wmccarroll@canadianboatshows.com

Judy Richardson, Sponsorships  
905.476.9685 – jrmedia@rogers.com

Lisa Creighton, Controller  
905.951.4049 – lcreighton@canadianboatshows.com

Kim Blair, Seminar Manager  
kblair@canadianboatshows.com

## START PLANNING NOW!

Exhibit Space will be sold out.  
Additional opportunities will be limited.

To renew or apply for exhibit space, contact:  
Tracy Williams, Sales Manager  
twilliams@canadianboatshows.com

To discuss sponsorship and promotional opportunities, contact:  
Judy Richardson, jrmedia@rogers.com  
Tracy Williams, twilliams@canadianboatshows.com

### MAILING ADDRESS

14 McEwan Drive W., Unit 8  
Bolton, Ontario, Canada L7E 1H1  
Tel: 905.951.0009  
Fax: 905.951.0018

**TorontoBoatShow.com**

