

2024 Exhibitor Survey 2024: # of Show Days

1. How many days do you feel the Toronto International Boat Show should be in 2025 and beyond?

All Exhibitor Categories Combined:

	<u>Exhibiting Companies</u>	<u>Based on Square Footage of Space</u>
5 Days	43%:	39%
9 or 10 Days*	*48%	*59%
Good with 5, 9, 10	6%	2%
Undecided	3%	.1%

*Note:

48% = 24% for 9 days, 24% for 10 Days

59% = 26% for 9 days, 33% for 10 Days

Boat & Engine Categories:

Representing 40% of # of Exhibitor Company Responses

Representing 85% of Square Footage Responses

	<u># of Companies/Spaces</u>	<u>Based on Square Footage of Space</u>
5 Days	38%:	35%
9 or 10 Days	60%	64%
All are Good	2%	1%
Undecided	0%	0%

Bulk 500 + square feet, Docks, Retailers:

Representing 23% of # of Exhibitor Company Responses

Representing 11% of Square Footage Responses

	<u># of Companies/Spaces</u>	<u>Based on Square Footage of Space</u>
5 Days	45%:	42%
9 or 10 Days*	46%	45%
All are Good	9%	13%
Undecided	0%	0%

Booths, under 500 square feet:

Representing 37% of # of Exhibitor Company Responses

Representing 4% of Square Footage Responses

	<u># of Companies/Spaces</u>	<u>Based on Square Footage of Space</u>
5 Days	46%:	42%
9 or 10 Days*	39%	43%
All are Good	9%	9%
Undecided	6%	6%

2. If the Show is 9 or 10 days, please indicate what you are likely to request for space at the 2025 Show?

71%: Same size space as 2024

16%: More space than 2024

7%: Less space than 2024

2%: Not planning to return

4%: Don't know yet

3. If the Show is 5 days, please indicate what you are likely to request at the 2025 Show?

71%: Same size space as 2024

7%: More space than 2024

16%: Less space than 2024

4%: Not planning to return

2%: Don't know yet

4. If the Show changed to a 5 Day format (Wednesday to Sunday), which of the following date patterns would you prefer?

32%: January 15 – 19

68%: January 22 – 26

5. For the past 25 years the Toronto Show has included an opening day that has varied in format:

- Boating for Children's Charity: Special Preview Night (VIP event)
- Preview Day - Gold & Platinum, Supporting Children's Charities
- First Look Friday: Marine Trade, Media and Public Preview Day

While we are in the process of determining the # of days, do you feel a VIP event should be included within the Show days, regardless of 5, 9 or 10 days?

29%: Yes

30%: No

33%: Will Support Whatever Decision is Made

8%: Undecided

Sample of Comments re: # of Days:

We feel that the value of the Toronto Boat show is in the fact that it covers two weekends. We have found a significant amount of customers treat the first weekend as an opportunity to scope out the products and see what is there, then take the week to consider, and come back to buy the following weekend. The cost of staffing and hotels for the weekdays is an insignificant one, as the lower volume of customers requires less staffing, especially when considering the value gained from the second weekend. We feel that if the show was shortened to a single weekend (ie 5 days) we would be significantly less motivated to exhibit. We have spoken with multiple other exhibitors who share our opinion on this matter. We would be content with either a 9 or 10 day show, so long as it covers 2 weekends

To my knowledge this is the last show that is 10 days. All other 10 day shows in the US have gone to a 5 day format and the Toronto Sportsman Show is no longer 10 days. We no longer have the large cruisers which take longer to set up and take down. Having a 5 day show would give the consumer less opportunity to push back on buying using the excuse they will be back next weekend. A 5 day show would create some urgency to purchase at the show. I understand that weather can play a factor but ALL other shows fall under that constraint. Looking at attendance numbers provided above, the week days are very low in attendance .Making the hours longer for a 5 day show would not be a benefit. The current shows that are 3-5 days that have hours till 8 or 9 at night are not drawing a crowd after dinner.

We usually see a better return on our investment for shorter shows. The extra cost of two weekends is hard to justify based on the extra return. TIBS is still a great show either way but we would rather have a long weekend show instead of two weekend show.

If the show had a small break for 3 days, like Mon-Wed when the attendance was 4-8%

We need two weekends for clients do see, get informed and decide.

It's a total industry show. there are meetings, training, industry collaboration manufacturers participate at a high level. If it's a 5 day show it will shift to a dealer booth show

Would even consider 2 weekend dates and closed between: Fri-Sun + Fri-Sun

I believe that most dealers wanting the show to be shorter are suggesting this based on the emotional response to their own rate of success at the show and that they will never look at their own actions as part of their level of success at a show. It is always easier to blame other factors or people than to look at causes from within. If dealers looked at their ROI on the show and believe that paying expenses at near 85% for attendance at best to be 70% for a 5 day show, the business decision would be to keep the show at 10 days. Having been parts of the show as an exhibitor for more than 38 years, this conversation starts each time there is a downturn in our industry. I would caution the show organizers to not listen to this and instead ask dealers why they want to reduce the number of days. Most could save themselves hundreds and thousands of dollars

Please get rid of the "First Look Friday" and just open the doors

It is so much work to set up booth that the more days the better especially when the weather is so unpredictable in January

We believe the best opportunity still remains with the 10 day show however we do value the opinions and thoughts of our dealers and know they have differentiating views. Weather and show quality are important factors to consider and am glad we are asking that question.

Based on other shows, I do feel like the patrons will come when the show is on no matter how many days it's spread out. Just my opinion. It may be crazy busy, which won't be palatable to all. This year there was a lot of standing around though. For us being in the front hall, the last hour or two was super quiet but I understand why based on traffic flow. why.

For the difference in cost, getting a bad week-end weather, we would strongly suggest to stay at 9-10 days.

If we aren't going to be reducing overhead costs, a 10-15% savings is not going to necessarily change anything.

Get rid of First look Friday and open the Friday up to all consumers. This attendance on opening night is poor because of the execution of "VIP" night. We spend a lot to display at TIBS and would like the opportunity to have our customers attend opening night but they will not attend at inflated ticket prices. I have requested for this to be addressed each year and feel that this request has not been considered

Having the first day on Friday allows time to be ready for opening day Saturday, a dry run basically

Its a hard question as we need to support our dealers and they are all mixed on this, but for our business a 5 day show would be better however I will support either decision

Preference is go back to 9 days and start Saturday. Not gaining enough for the Friday

Arguments that there will be a drop in attendance are likely false as if someone wants to come to the show - they will.. Motivated buyers will find a way to get there in 5 days.

We will not see sales as high as we have if the number of days is reduced. Sales in our store in January are a fraction of TIBS. January is one of our highest sales months in the entire year.

This is the best scenario for our company as the strain of a 10 day show on staff and expenses weighs on the company. I feel 5 days allows for the majority of business that we will do in comparison to 10 days. Any lost revenue can be made up in saved expenses. My only concern with the dates chosen below is timeline for preparedness post-Christmas, however we would support the earlier dates as it helps push out competitor shows.

Also dependent on cost savings to go to a 5 day show. Would the cost be close to 50% savings... if its not a significant cost savings to do 5 vs 9 days then we would be more inclined to keep it 9 or 10 days

If people are interested in shopping the show they will make time to get there in the 5 day span. Attendance numbers are less important than the quality of people attending.

I strongly support the 10 day scenario. With regards to weather, a 5 day show could be devastating if a snow storm hit the GTA area during those dates. As well, many people will vacation for a week in January and so it leaves no time for these people to visit the show.

Keep the current set up. If we get snow on a weekend, there's always the next. Eliminating that will result in a devastating show. I was at Chicago this year a single day snow storm killed that show as it's only a weekend event

We feel that the value of the Toronto Boat show is in the fact that it covers two weekends. We have found a significant amount of customers treat the first weekend as an opportunity to scope out the products and see what is there, then take the week to consider, and come back to buy the following weekend. The cost of staffing and hotels for the weekdays is an insignificant one, as the lower volume of customers requires less staffing, especially when considering the value gained from the second weekend. We feel that if the show was shortened to a single weekend (ie 5 days) we would be significantly less motivated to exhibit. We have spoken with multiple other exhibitors who share our opinion on this matter. We would be content with either a 9 or 10 day show, so long as it covers 2 weekends

As an exhibitor who has to travel a shorter show will not change my costs so i prefer 9 days

5 day show would considerably cut down on the expenses for the show knowing there would be a small reduction in the floor space costs. We wouldn't be in Toronto for 2 weeks for setup, show and teardown.

I think the 10 day show is needed. I like the VIP night, and we need 2 weekends.

Monday off? , close earlier Sunday like 3:00 pm

Fully believe TIBS is a two weekend show. Being flexible for the group mass so that staffing that work the show can arrive for work less one night

9-10 days is fine. 5 days reduces opportunity.

This decision would be on forecasted ROI and as a 5 day show, I expect the ROI would be less than half. I would expect most exhibitors would see that their expenses would be 85% to 90% of what it is for a 10 day show and if the expected attendance is less than 70% and as low as 25% in the event of bad weather, how could any exhibitor suggest spending more than half of what they did in 2024?

While I do not like the 10 day show, I attended the Chicago boat show this year and the attendance was dismal. A snow storm and a severe cold snap reduced foot traffic.

Preview Day/VIP event comments:

Yes with the VIP night to be a charitable event for Sick kids, Make a wish foundation, Boating to fight Breast Cancer...

VIP Event - boating for people with disabilities - "Mobility Cup 2026"

People enjoyed the hype of a vip type Friday event

We do not benefit from this day. Not enough people attend for our type of business

We prefer the VIP/Preview day if the official first day is a Saturday as it is a little quieter. It gives us a last chance to figuring out any technical issues and to fine tune our booth before the busy Saturday. If the show started on a Wednesday, I don't think we would want the VIP/Preview Day.

Then VIP events are targeted at higher income clients the non boat related booths tend to be very slow. Client seem to be there for the networking. One year the VIP night included cheaper tickets and the traffic and interest at the booth was noticeably higher. Would recommend that as part of the plan if possible.

I suggest making Friday the official first day and encouraging as many attendees to come in for first look Friday but at the same price for attendance as other days. This is a retail show and as such it is a numbers game. Invite as many people to attend every day of the week and since we already know that weather events can affect attendance overall, limiting the first day or sending confusing messages that it is only for Marine Trade, Media and Public VIPs is the wrong approach. The more the merrier!

In the current state you show that the First Friday gets 5% of the attendance while the second Friday gets 10%. Seems like a huge miss for the first Friday. In our current environment we do not need a reason for consumers not to come to the show. We need to open on Friday and not charge more to the consumer to show up.

Get rid of First look Friday/VIP and open the Friday up to all consumers. This attendance on opening night is poor because of the execution of "VIP" night. We spend a lot to display at TIBS and would like the opportunity to have our customers attend opening night but they will not attend at inflated ticket prices. I have requested for this to be addressed each year and feel that this request has not been considered

I don't feel like it is necessary and it doesn't contribute to sales for exhibitors. People can still network during the week.

it adds more excitement to the show and people tend to spend more if they are having a goodtime and there are silent auctions, prizes, entertainment, food & drinks available

Prior to COVID, the preview day seemed to have a bigger hype, perhaps more activity with the auction and that type of thing. It hasn't felt the same since.

While I understand the cause is good, we have never had any success of any consequence on that day

I think there is great value in creating a special day focused on clients who are genuinely interested in purchasing a boat. There is value in treating them as VIP, charging a little more and allow for a "special event" that is unique to them

It is used by us in several ways:1 - soft opening to iron out issues2 - used for a secondary advertising system (special promo)

Yes if a 9 or 10 day event. No if not.

I feel the days of the VIP event are over. We need to get as many people as possible in the doors .I feel any promotions should be aimed at show as a whole from start to finish

Waste of a day if it goes to a 5 day format - (Already a waste of a day in the 10 day format but more time to adjust,)

In order to attract a higher cliental, we need to have a day to cater to them. It's important and it helps us ease into the next day's chaos checking our set up and systems.

I heard many comments that people miss the Charity Night. It would be great to couple it with First Look Friday.

don't feel there is any added value to the public or the exhibitors especially on 9 or 10 days how. definitely not needed for 5 day show

With only 3 - 5% of total attendance on this day it is time for serious discussion on the validity of this day. The amount of cost outweighs the value in my opinion. Let the show excitement ramp up, let consumers fill the atrium on weekend morning and let's pack the place for 9 days!(And save the \$\$\$)

I've been at most opening days / charity days / VIP days / first look days and the traffic is generally poor. There isn't anything special about the first day of the show.

Having the VIP event allows for last minute tweaks in the booth due to the initial customers reactions

Other major shows use the first day as " special preview " type format

We feel the preview day would not fit a 9 day show, as the Saturday is one of, if not the busiest day, and we would prefer not to exclude potential customers. If the show remains a 10day affair, it makes a good deal of sense to keep the friday preview day, if it is shortened to 9 days it would not. As for if the show were shortened to 5 days we have no opinion on the preview day.

I feel that we should keep the Friday. Bring back a full Media day. This day is dedicated and marketing the industry as each manufacture should be ready to highlight 1 product per booth and have marketing push the excitement during the show. Each booth should be able to come up with at least 5 reasons as to why customers should visit their booth

Yes for 9-10 days, no for 5 day

VIP is not necessary for my business but I believe it does add a level of special customer attendance

Bring back the preview day with the auction and swanky evening that drew higher end customers. Make it more of a special event afternoon/evening

In the mariners marketplace area of the show we saw very little traffic and for some retailers staffing is expensive for a small amount of sales.

Still have a charity to work with but do not feel a VIP is something that provides a quality buyer

I think focusing an event like this on the Monday/Tuesday, vendors can hold specific sessions and also entertain afterwards without adding a Friday to the start should we choose to drop to 9days

with show 5 days you need to keep charity as a #6 day. Start Thursday for charity and marine trade than ramp up with Friday, maximum attendance and than slow down and have time for those that want to some back and sign the deal

You need a Friday to get ready for busy weekend

Supporting charities is a worthwhile activity. I would certainly resume donating goods for fundraising auction