



# North America's Largest Indoor Boat Show



**January 16 – 24, 2027**

Energycare Centre, Exhibition Place



# Position Your Brand at the Centre of the Premiere Boat Show in Canada



**47,000+**

Qualified  
Attendees

**1M sq.ft.**

Contiguous Space  
Across 8 Exhibit Halls

**500+**

Exhibitors

**1000+**

Boats on  
Display

**\$354M**

in Economic  
Impact

Thousands of Accessories & Services in 2 Retail Halls – Mariner's Marketplace & Cottage Country

# Comprehensive Media Campaign & Reach

“The show offered opportunities for exposure that we would not have achieved otherwise, provided exceptional media visibility, generating coverage across national, international, and industry-specific outlets. We look forward to 2027!”

Pete Keller, *ENVGO co-founder*



Highly targeted marketing reaches active boating consumers through an integrated TV, radio, print, digital, social media, email, and PR campaign delivering **more than 177 million impressions** and your audience to the show.



**92.9M**

PR Campaign Impressions

**74.8M**

Ad Campaign Impressions

**9.5M**

Organic Digital Impressions

**564,000**

Active Website Users

**73,000**

Captain's Club Newsletter Email Database

**40,000**

Followers



# The World's Largest Indoor Lake for Boaters

“ There is so much to see and do at the show – it is fun and entertaining, the indoor lake is such a great attraction, and we look forward to 2027's show.  
**Donna Rork, Cottage Toys**

## PLUS:

**Free Boat Rides**  
**Docking Lessons**  
**SUP Races**  
**Remote Control Sailing Regatta**  
**Antique Boat Rides**  
**Padding Demos**

### Indoor Wakeboard Canadian Championship



### Indoor Floating Pickleball



### Glow in the Dark Boating



Elevate your Brand with Interactive Activities Loved by the Audience & the Media!

# The Most Feature-Rich Show in North America



**Discover Camping & Boating**



**Great Canadian Fish Tank**



**Kids & Classics Boatshop**

## INTERACTIVE FEATURES IN ALL 8 HALLS

### INCLUDING

200+ Seminars,  
Antique & Classic Boats,  
Kids Zone and more!

### PLUS SPECIAL EVENTS

Sailor's Day,  
Women's Day,  
Late Night Wednesday & Thursday,  
Paddling Film Festival



**Seminars**



**Sailor's Hub & Get Into Sailing**



**Womens Day**

Maximize your Exposure & Build Customer Relationships

# The Toronto Boat Show is Your Trusted Retail Season Launch



“ TIBS delivered a strong overall show for Regal Boats, highlighting innovation across our fleet of boats from 21 to 43 Ft.  
**Thomas Medri**, *Regal Boats*

“ The Legend team wrapped up another strong Toronto Boat Show, an event that continues to play a key role in our business  
**Jesse Davis**, *Legend Boats*

“ We increased our footprint at the show and the response was fantastic! We sold several boats, made many quality leads and developed new business relationships.  
**D’Arcy Craig**, *Pace Watersports*

The industry’s top manufacturers & dealers collaborate at the Toronto Show to represent brands in an impactful sales environment

**85%**

Exhibitors rate their satisfaction with the Show as Excellent – Very Good – Good !

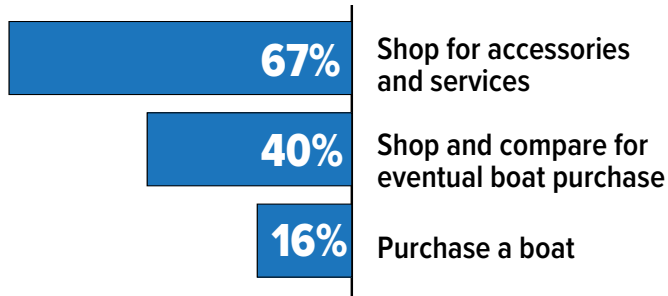
**81%**

Exhibitors at the Show have previously exhibited with us!

# Capture the Attention of Affluent Buyers

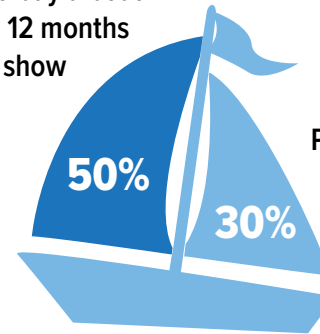
Connect with high-income consumers who are engaged and come ready to discover, compare and buy.

## MAIN REASONS TO ATTEND SHOW



## ATTENDEES WHO PLAN TO PURCHASE A BOAT

Plan to buy a boat within 12 months of the show

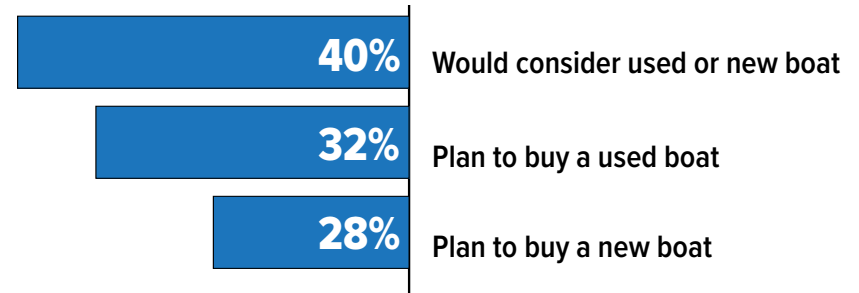
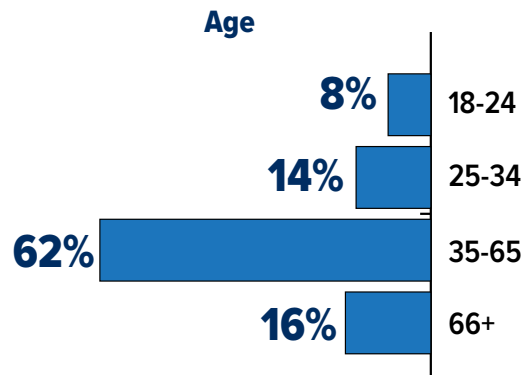
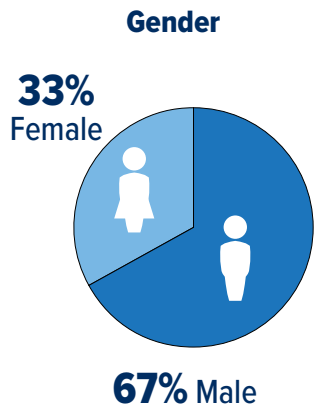


Plan to buy, not yet decided whether it will be in the next 12 months

90%

of Consumers rate their experience at the show as Excellent – Very Good – Good !

## AUDIENCE DEMOGRAPHICS



Connect with Affluent Consumers Ready to Discover, Compare & Buy

# Engage With Over 47K+ Buyers for Your Products & Services

**GET FACE TO FACE WITH BOATING ENTHUSIASTS –  
FROM EXPERIENCED TO NEW TO BOATING!**



**68%** Own a boat



**30%** First time attendees

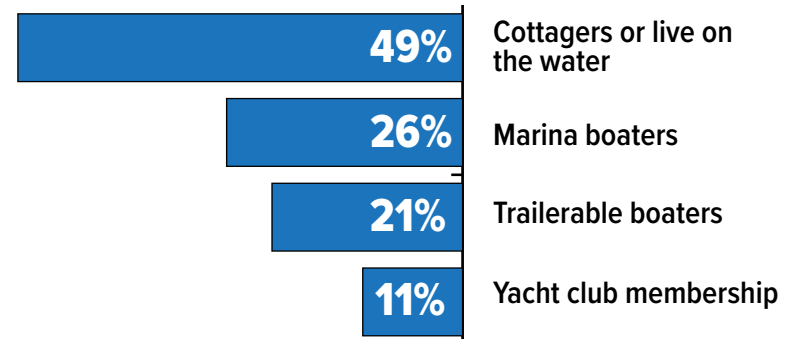


**60%** Travel from outside of Toronto 60 - 200+ km

“ Toronto Boat show’s marketing efforts always deliver quality buyers – and we would always choose the buyers over the crowds.  
**Ibrahim Habayeb**, *Footwear outlet / Sperry*

“ The quality of attendees was spot on! It was our 2nd best grossing show ever. We are still thrilled about the success!  
**Jack Summers**, *Radioworld, dealer marine electronics*

## THIS IS THE BOATER & COTTAGER YOU ARE AFTER



# Kick Start Your 2027 Sales at the Toronto Boat Show

## Apply for Space Early & Save!

2027 Space Rates	Early Bird Rates <i>Submit by August 24, 2026</i>	Regular Rates
<b>BOOTH (100-499 SQ.FT.)</b>		
Boating Ontario/NMMA Member	\$23.70	\$24.90
Non-Member Rate	\$26.05	\$27.35
<b>BULK (MINIMUM 500 SQ.FT.)</b>		
Boating Ontario/NMMA Member	\$13.95	\$14.70
Non-Member Rate	\$15.20	\$16.00

*All rates per sq.ft. are in Canadian dollars, plus 13% HST.*

Digital and Print Show guide listing, interactive floorplan, New Products showcase and Featured boats web listings are complimentary with your space.

Call or email to **renew or apply for space**, sponsorship & partner opportunities:

**Melissa Arnott**

Event Director  
1.905.951.4052

[Melissa.Arnott@informa.com](mailto:Melissa.Arnott@informa.com)

**Katya Sundukova**

Account Manager  
1.905.951.4050

[Katya.Sundukova@informa.com](mailto:Katya.Sundukova@informa.com)

## Additional Marketing Opportunities

- Custom sponsorship
- Promotions and sampling
- Digital advertising on TIBS website
- Print and digital advertising in Show Guides
- Mobile MyShow App advertising



## Stay Connected

Email Niamh Conlan at: [Niamh.Conlan@informa.com](mailto:Niamh.Conlan@informa.com) to subscribe your team to Exhibitor Newsletters.



#torontoboatshow

[www.torontoboatshow.com](http://www.torontoboatshow.com)