



VANCOUVER INTERNATIONAL BOAT SHOW GOES VIRTUAL

Some of the world's finest new boats and boating products on display February 24-27

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Vancouver – Visitors to the 59th Vancouver International Boat Show will be introduced to the very latest boats and boating-related products on the market, but this year they can do so from the comfort of their own home because the event will be virtual - taking place February 24 – 27, 2021.

A key focus of the 2021 edition of the Vancouver Show will be to connect visitors with salespeople and product specialists who will be representing all of the major brands; with everything available in a simple, interactive format that makes shopping for boats, product, services and accessories easy and convenient.

“This year’s event is the perfect opportunity for experienced and novice boaters to purchase anything they need in order to get out on BC’s incredible waters. Even though we’re not able to come together as we typically do each year, the boating lifestyle is resilient. Going ‘virtual’ was a clear evolution to keep BC boaters in-touch, but at a distance,” said Show Manager Eric Nicholl. “As we approach the one-year mark of the COVID-19 pandemic, families and individuals are increasingly finding that escaping to the water is a safe, viable and compelling recreational activity.”

“We believe that the strong number of exhibitors who are participating in the virtual show makes it a great central hub for all the latest products across the sector – from boats to paddleboards to accessories and safety gear - and all at Boat Show pricing,” continued Nicholl.

2021 Virtual Vancouver Boat Show Highlights:

Enhanced Shopping Experience: Thousands of new products, from boats, accessories and services, will be available online for consumers to shop at exclusive Boat Show deals and complete plans for the fast approaching summer boating season. Industry manufacturers, dealers, and retailers will be presenting innovative ways to showcase their products including virtual boat tours, 360° showrooms, and video content for a better shopping experience. Consumers can also connect directly with participating dealers who will be available during virtual show hours for live chats, video and phone appointments, or by email.

New Product Launches: Explore all the latest 2021 boat models, accessories, technology, and lifestyle products that will be trending on the waters this summer. Exhibitors will also be hosting live-streamed events and product launches exclusively at the Virtual Vancouver Boat Show.

VIBS Live: A dedicated live platform featuring video content created for VIBS viewers. Watch real-time demos, guided boat tours, interviews with industry experts, speaker panels, Q&A sessions, and creative videos. New content will be streamed daily during the entire show.

Virtual Seminars presented by Freedom Marine: An engaging and comprehensive line up of virtual seminars for boaters of all interests – enhanced with interactive participation to ask questions and share comments just as you would in-person.

Community Chatroom: VIBS organizers have created a new Community Chatroom for virtual attendees to socially gather online. Users will be able to post questions, create discussions, and to connect with boaters on a variety of subjects in a friendly and welcoming space.

Attending the show is FREE! Pre-registration is made possible by Yamaha Canada and is open now for the 2021 Virtual Vancouver Boat Show, February 24-27. Sign-up at vancouverboatshow.ca/register/

Specific program and access details will be posted at www.VancouverBoatShow.ca as they are finalized.

Virtual Vancouver International Boat Show Hours:

- Wednesday – Friday 11am – 7pm
- Saturday 9am – 5pm

Western Canada's largest consumer boating event, the Vancouver International Boat Show is owned by the Boating BC Association and produced by Canadian Boat Shows.

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