



# WESTERN CANADA'S LARGEST **BOAT SHOW**



**BOATINGBC**  
ASSOCIATION™  
PRESENTS

VANCOUVER INTERNATIONAL

# B AT SHOW®

**FEBRUARY 5 - 9, 2020**  
BC PLACE & GRANVILLE ISLAND

[VancouverBoatShow.ca](http://VancouverBoatShow.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

- 68% own a boat
- 58% come to the Show to shop for boats, accessories and services
- 58% plan to attend the floating boat show

### DEMOGRAPHIC PROFILE

- 69% are male
- 68% are 35–65 years of age
- 15% are 18–34 years of age
- 74% earn more than \$76,000

### TYPES OF BOATERS

- Trailerable Boater 32%
- Cruiser Boater 30%
- Cottager 20%
- Yacht Club Boater 18%

### AREA/REGION TRAVELLED FROM

- 59% Lower Mainland
- 9% Fraser Valley
- 13% Vancouver Island
- 3% Sunshine Coast
- 4% Thompson Okanagan
- 6% Northern BC
- 2% Alberta
- 6% Other

### NUMBER OF YEARS ATTENDED

- 26% first time in 2020
- 33% 2–5 years
- 17% 6–10 years
- 14% 11–20 years
- 10% 21–56 years

### TYPES OF BOATS OWNED

- 15% Sailboat
- 22% Fishing Boat
- 14% Runabout
- 19% Cruiser
- 10% Motor Yacht
- 6% Canoe/Kayak/Pedal
- 7% High Performance
- 3% PWC or Jet Boat
- 1% Pontoon or Deck
- 3% Other

(Statistics drawn from 2019 attendee survey)

*"We've been with the Vancouver Boat Show for 57 years. We have been swamped at the floating show at Granville Island and our display has been full of energy. At BC Place, we are seeing many people interested in the high-end segment and who are serious about getting into boating."*

– Bob Pappajohn, President – M&P Mercury Sales Ltd.

*"We've been very happy with the traffic and sales from the Vancouver Boat Show. Our only challenge is a lack of staff to manage the level of traffic we receive!"*

– Hardeep Gill, President – Royal City Bedding Inc.

*"This is a great show with positive buyers. Increasing our booth space by 200 square feet in 2019 really paid off."*

– Matt Price – Harbour Chandler

*"We are finding that the people who are coming to the Vancouver Boat Show, are coming to buy, and our sales results because of the qualified attendance are up double-digits."*

James Allen, District Sales Manager – Suzuki

*"There has been a positive response to the new products and technology improvements to our boats. We always look forward to the strong weekends to finish up the Show."*

– Craig Ross, Owner – Performance Water Sports

*"Traffic has proven to be consistent, and we see more qualified buyers every year."*

– Kevin Dimery – TNA Marine

*"The Show is great. We see steady and strong traffic with a lot of people who are interested and seeking information so they can get out on the water. This is great for all aspects of the industry."*

– Don Prittie, General Manager – Canoe Cove Marina Ltd.

*"Excellent. Awesome. Incredible. Traffic has been great, with a consistent stream of qualified buyers."*

– Roderick Roy, Sales – Sea Net

*"We had a great crowd in 2019 and more qualified buyers. We are happy with the results."*

Cam Williams, Broker – Van Isle Marina

*"2019 was the best Show in at least the last four years. We sold a brand new yacht and have seen more qualified buyers than we have experienced before."*

– Jason Burks – Sundance Yachts

## 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.



**BOATING BC**  
ASSOCIATION™

## BOATING BC – WORKING FOR THE INDUSTRY!



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. We help people capture the essence of what it means to be a boater in BC, create meaningful connections, partnerships and friendships between boaters and across the marine industry. As a collection of voices, we also speak clearly and loudly to regulatory bodies on any issue that touches the world of boating in our province.

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 has been a huge success and plays 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
<b>Booth</b> (min 100 sqft)	\$14.80	\$17.95
<b>Bulk</b> (min 400 sqft)	\$7.00	\$8.85

### 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
	\$4.15	\$4.95

### STANDARD INDOOR SPACE RATES AT BC PLACE

*(Price is per square foot)*

	Boating BC Regular Member	Boating BC Affiliate Member
<b>Booth</b> (min 100 sqft)	\$15.25	\$18.50
<b>Bulk</b> (min 400 sqft)	\$7.20	\$9.10

### STANDARD FLOATING SHOW SPACE RATES AT GRANVILLE ISLAND

*(Price is per square foot)*

	Boating BC Regular Member	Boating BC Affiliate Member
	\$4.30	\$5.10

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



**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

Linda Waddell, Show Director  
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Lisa Creighton, Controller  
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Rob Scott, Logistics  
rob@robscottprod.com

Judy Richardson, Sponsorships  
jrmedia@rogers.com

## 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,  
enicholl@canadianboatshows.com  
Direct Line: 604-882-8024

### Address

Canadian Boat Shows  
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505 - 8840 210<sup>th</sup> Street  
Langley, BC V1M 2Y2  
[www.VancouverBoatShow.ca](http://www.VancouverBoatShow.ca)

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## 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](http://www.boatingbc.ca).

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