

# The 25<sup>th</sup> Annual Outdoor & Travel Show

Alberta's Largest Event  
for Outdoor Adventure & Travel!

## CALGARY

March 16 & 17, 2024  
BMO Centre, Stampede Park

The Outdoor Adventure Show is also produced in:

**TORONTO**  
February 23 - 25, 2024  
The International Centre

**VANCOUVER**  
March 2 & 3, 2024  
Vancouver Convention Centre

**MONTREAL**  
March 23 & 24, 2024  
Palais des congrès

#OASCalgary



[OutdoorAdventureShow.ca](https://www.OutdoorAdventureShow.ca)

Produced by: National Event Management

Benefit from our 20+ years of experience in the Travel & Adventure Industry!



## WHAT'S IN IT FOR YOU?

- ✓ Face-to-face Relationships
- ✓ Build Brand Awareness
- ✓ Increase Sales
- ✓ Meet New Customers
- ✓ Social Media Exposure

Exhibiting at our show drives sales and increases your brand awareness!

## SHOW ZONES

- International Adventure Travel
- Best of Alberta
- Camping Showcase
- Explore Canada
- U.S. Pavilion
- Scuba & Caribbean Adventures
- Paddlers' Paradise
- Health & Wellness
- Campers / RV's

## SHOW FEATURES

- International Travel Theatre
- The Best of Canada Adventures Stage
- Junior Outdoor Adventurers
- Info Booth
- Climbing Wall
- Co-Located with the Alberta Bike Show

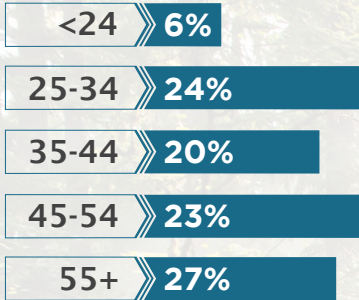


If your target market includes active, passionate outdoor enthusiasts be sure to include the Outdoor Adventure & Travel Show in your 2024 marketing campaign!

# OUR ATTENDEES

**13,900+** OUTDOOR & TRAVEL ENTHUSIASTS

## Age:



## Household Income:



## WHY THEY ATTEND

**60%** outfit for the upcoming season

**53%** test products before purchasing

**72%** obtain info about new travel destinations

**82%** of attendees made a purchase at the show

**95%** visitors say they will come back to the show next year

**100%**

are active and passionate outdoor & travel enthusiasts!

“I have marketed my travel company at the Outdoor Shows for a number of years. The attendees are very qualified buyers, and I look forward to having direct contact with them.”

Carol Petersen, Owner/Guide  
Nature Encounters Tours & Travel

**200+** Exhibitors



Gain year round reach to our engaged customers. Reap the rewards of our promotion of your company through our social media channels.

# WHAT IS INCLUDED IN MY BOOTH PRICE?

- **EXHIBIT SPACE** - in Western Canada's largest event for Outdoor Adventures.
- **RECEIVE FREE YEAR ROUND PROMOTION** - for your company across all Outdoor Adventure & Travel Show Social Media Networks.
- **BOOTH DRAPING** - back and side walls.
- **SHOW MAGAZINE LISTING**
- **10 FREE ADMISSION COUPONS**
- **6 EXHIBITOR BADGES WITH COMPANY NAME**
- **E-MAILABLE DISCOUNT COUPONS**
- **SOCIAL MEDIA PRIZING OPPORTUNITIES**
- **FREE RE-ADMISSION PASSES FOR CONSUMERS**

## MARKETING STRATEGY

In addition to a far-reaching and highly targeted digital advertising campaign this event will also be promoted in the following traditional marketing mediums:



## STAND OUT WITH SPONSORSHIP & PROMOTIONAL OPPORTUNITIES!

### PAST SPONSORS & PARTNERS INCLUDE:



**Sponsorship Packages start at \$5,000!**

Highlight your brand as an industry leader by being a sponsor! Sponsorship puts your brand in the minds of attendees before they enter the show and boosts your company profile throughout the event. **Ask us about our customized sponsorship packages.**

Crystal Bendelac, Sponsorship Sales  
crystal@nationalevent.com | 1-800-891-4859 x 226

### ENHANCE YOUR EXPERIENCE AS AN EXHIBITOR AND ELEVATE YOUR BRAND YEAR-ROUND!

Additional opportunities include:

- *Social Media Exposure*
- *Show Magazine Advertising*
- *Web Banner Advertising*
- *Contesting*
- *Targeted E-mail Campaigns*

Please ask for information on detailed promotions package.

**Promotional Packages start at \$500!**

**Call now to book your best available booth.**

Monica Mueller 1-800-891-4859 ext. 236  
monica@nationalevent.com

[OutdoorAdventureShow.ca](http://OutdoorAdventureShow.ca)

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