

The 9th Annual Outdoor Adventure Show

Québec's Largest Event for
Outdoor Adventure and Travel!

MONTRÉAL
March 23 & 24, 2024
Palais des congrès

The Outdoor Adventure Show is also produced in:

TORONTO
February 23 - 25, 2024
The International Centre

VANCOUVER
March 2 & 3, 2024
Vancouver Convention Centre

CALGARY
March 16 & 17, 2024
BMO Centre, Stampede Park

#OASMontreal



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

- Camping Showcase
- Scuba & Caribbean Adventures
- International Adventure Travel
- Paddlers' Paradise
- Health & Wellness Zone
- Québec Outdoor Adventures
- Bike Fest
- Sailing and Adventures
- Campers / RVs

SHOW FEATURES

- Eco-Dive Dive Tank
- International Travel Theatre
- Best of Québec Adventures Theatre
- White Water Demo Pool
- Junior Outdoor Adventurers
- Info Booth

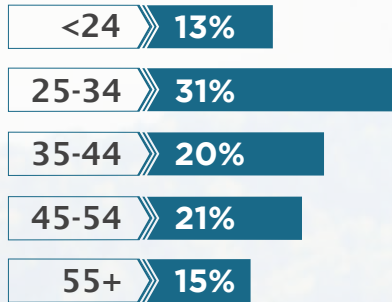


If your target market includes active, passionate outdoor enthusiasts be sure to include the Outdoor Adventure Show in your 2024 marketing campaign!

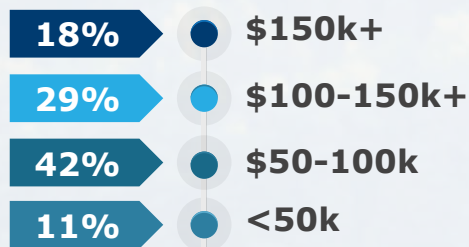
OUR ATTENDEES

16,800+ OUTDOOR ENTHUSIASTS

Age:



Household Income:



WHY THEY ATTEND

66% outfit for the upcoming season

55% test products before purchasing

68% obtain info about new travel destinations

85% of attendees made a purchase at the show

96% visitors say they will come back to the show next year

100%

are active and passionate outdoor enthusiasts!

“This is the place where we have meaningful conversations with adventure travellers in all stages of the buying process!”

Kristina Boyce **merit travel**
...for the experience

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 Québec's largest event for Outdoor Adventures.
- **RECEIVE FREE YEAR ROUND PROMOTION** - for your company across all Outdoor Adventure 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**

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.

Teena-Lee Sherrer 438-800-4900 ext. 275
tl@nationalevent.com

OutdoorAdventureShow.ca

Produced by:

