

The 27th Annual Outdoor & Travel Show

BC's Largest Event for
Outdoor Adventure & Travel!

VANCOUVER

March 2 & 3, 2024
Vancouver Convention Centre

The Outdoor Adventure Show is also produced in:

TORONTO
February 23 - 25, 2024
The International Centre

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

MONTRÉAL
March 23 & 24, 2024
Palais des congrès

#OASVancouver



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

- BC's Adventure Zone
- Camping Showcase
- Explore Canada
- Scuba & Caribbean Adventures
- International Adventure Travel
- Paddlers' Paradise
- Health & Wellness Zone
- U.S. Travel Pavilion
- Campers / RVs

SHOW FEATURES

- International Travel Theatre
- The Best of Canada Adventures Stage
- Junior Outdoor Adventurers
- Climbing Wall
- Info Booth

Co-located with BC 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

16,100+

OUTDOOR & TRAVEL
ENTHUSIASTS

age:

<24 5%

25-34 27%

35-44 19%

45-54 24%

55+ 25%

household income:

17% \$150k+

22% \$100-150k+

47% \$50-100k

12% <50k

WHY THEY ATTEND

61%

*outfit for the
upcoming season*

52%

*test products
before purchasing*

72%

*obtain info about new
travel destinations*

83%

*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 BC'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

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

Produced by:

