

The 28th Annual Outdoor Adventure Show

Canada's Largest Event for
Outdoor Adventure and Travel!

TORONTO

February 23 - 25, 2024
The International Centre

The Outdoor Adventure Show is also produced in:

VANCOUVER

March 2 & 3, 2024
Vancouver Convention Centre

CALGARY

March 16 & 17, 2024
BMO Centre, Stampede Park

MONTRÉAL

March 23 & 24, 2024
Palais des congrès

#OASToronto



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
- Explore Canada
- Scuba & Caribbean Adventures
- International Adventure Travel
- Paddlers' Paradise
- Health & Wellness Zone
- U.S. Travel Pavilion
- Adventure Travel
- Ontario Outdoor Adventure Pavilion
- Bike Fest

SHOW FEATURES

- Adventures in Paddling Stage
- Scuba and Caribbean Adventures Stage
- International Travel Theatre
- The Best of Canada Adventures Stage
- White Water Demo Pool
- Junior Outdoor Adventurers
- Climbing Wall
- Info Booth
- Adventure Seekers Bar



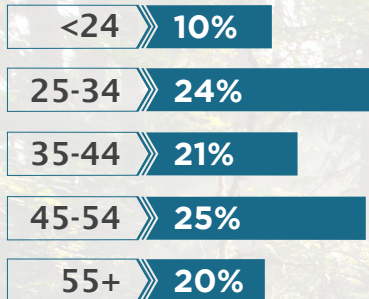
If your target market includes active, passionate outdoor enthusiasts be sure to include the Outdoor Adventure Show in your 2024 marketing campaign!



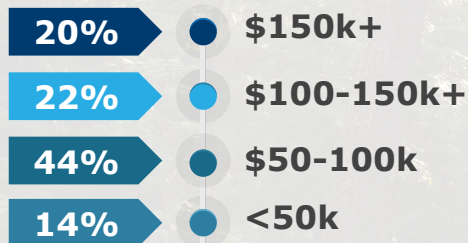
OUR ATTENDEES

21,200+ OUTDOOR ENTHUSIASTS

Age:



Household Income:



WHY THEY ATTEND

63% outfit for the upcoming season

60% test products before purchasing

66% obtain info about new travel destinations

89% of attendees made a purchase at the show

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

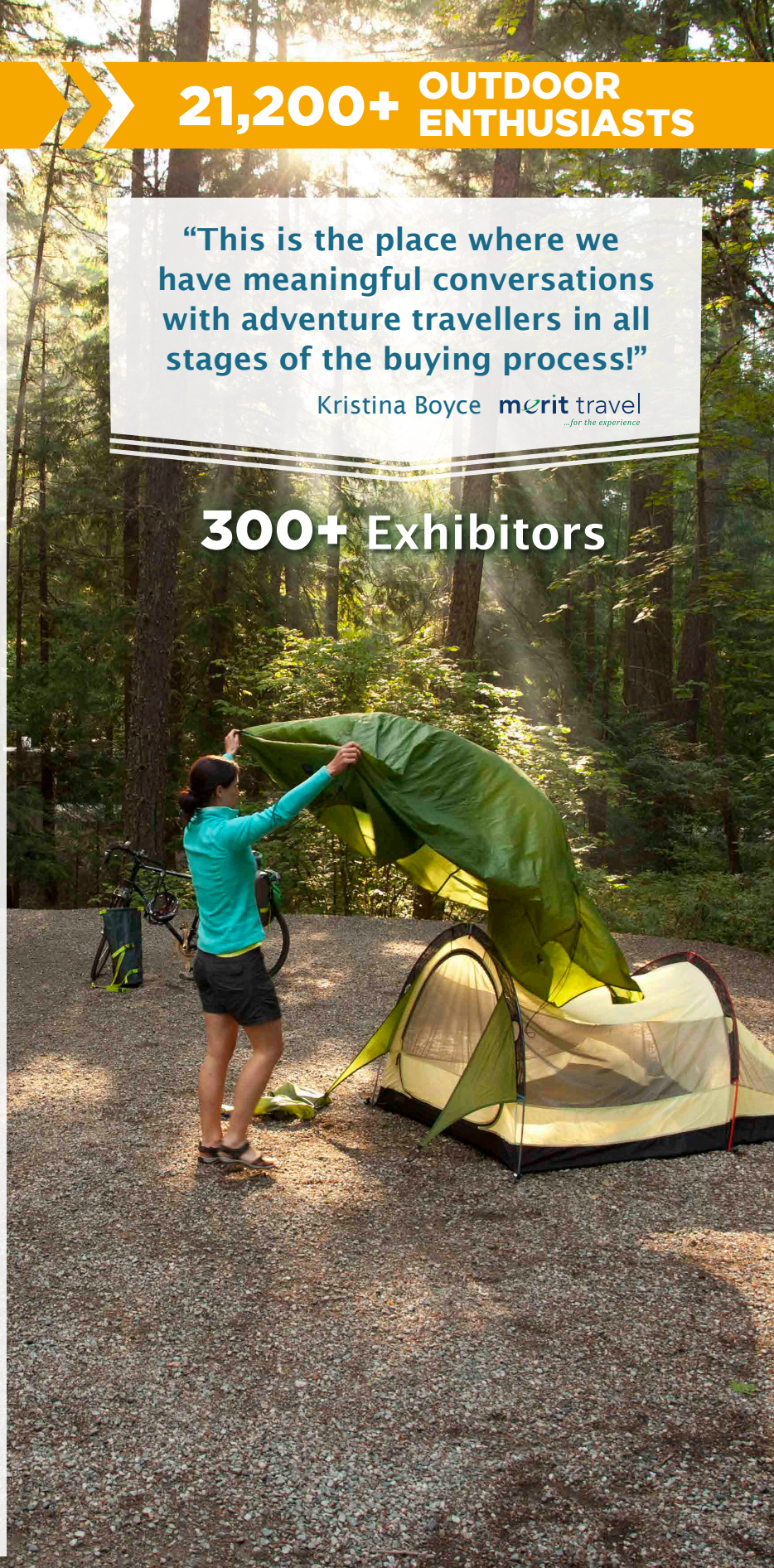
100%

are active and passionate outdoor 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

300+ 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 Canada'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.

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