

The Outdoor Adventure Show

*Canada's Largest Event for
Outdoor Adventure and Travel!*



TORONTO

February 21 - 23, 2025
The International Centre

+ **Vancouver**

March 1 & 2, 2025
Vancouver Convention Centre

+ **Montréal**

March 22 & 23, 2025
Palais des congrès

+ **Calgary**

March 29 & 30, 2025
BMO Centre, Stampede Park

OutdoorAdventureShow.ca



Produced by:  **National Event
Management**

Benefit from our **25+ years of experience** in the Travel & Adventure Industry! Exhibiting at our show drives sales and increases your brand awareness!

WHAT'S IN IT FOR YOU?

Face-to-face Relationships

Social Media Exposure

Build Brand Awareness

Meet New Customers

Increase Sales

325+ EXHIBITORS!

"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

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

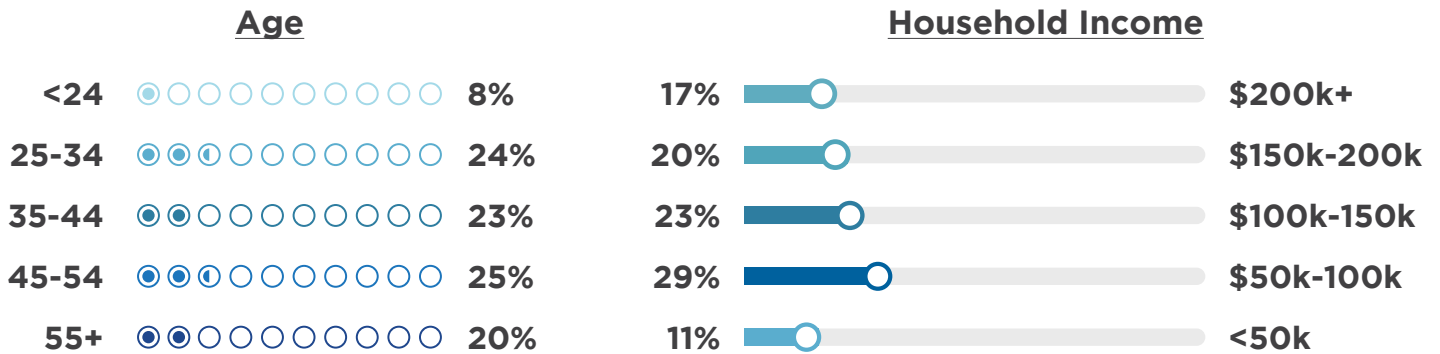
- Adventures in Paddling Stage
- Scuba and Caribbean Adventures Stage
- International Travel Theatre
- The Best of Canada Adventures Stage
- White Water Demo Pool
- Junior Outdoor Adventurers
- Climbing Wall
- Info Booth
- Adventure Seekers Bar



If your target market includes active, passionate outdoor enthusiasts be sure to include the Outdoor Adventure Show in your 2025 marketing campaign!

OUR ATTENDEES

21,400+ *OUTDOOR ENTHUSIASTS*

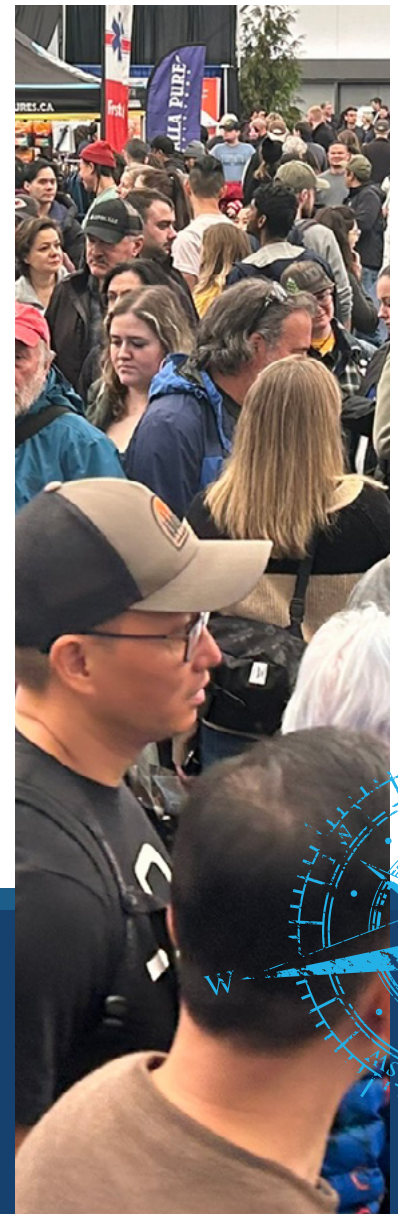


Why They Attend

- 68%** outfit for the upcoming season
- 62%** test products before purchasing
- 73%** obtain info about new travel destinations
- 85%** of attendees made a purchase at the show
- 94%** visitors say they will come back to the show next year
- 100%** are active and passionate outdoor enthusiasts!



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 social media promotion** for your company across all Outdoor Adventure Show social media networks.
- Booth draping (back and side walls)
- Show magazine listing
- 20 free admission passes (10 digital passes and 10 printed passes)
- 6 exhibitor badges with company name
- Digital 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.

PROMOTIONAL PACKAGES START AT \$700!

Enhance your experience as an exhibitor and elevate your brand year-round!

Additional opportunities include:

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

CALL NOW!

Book your best available booth and ask us about our customized sponsorship and promotional packages.

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