

The  
**Outdoor  
Adventure**  
& Travel Show

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



# CALGARY

**April 3 & 4, 2027**  
**BMO Centre, Stampede Park**

+ **Toronto**

February 19 - 21, 2027  
The International Centre

+ **Vancouver**

February 27 & 28, 2027  
Vancouver Convention Centre

+ **Montréal**

March 20 & 21, 2027  
Palais des congrès

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



Produced by:  **National Event  
Management**

Benefit from our **30+ 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

## 200+ EXHIBITORS!

*"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*

## 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

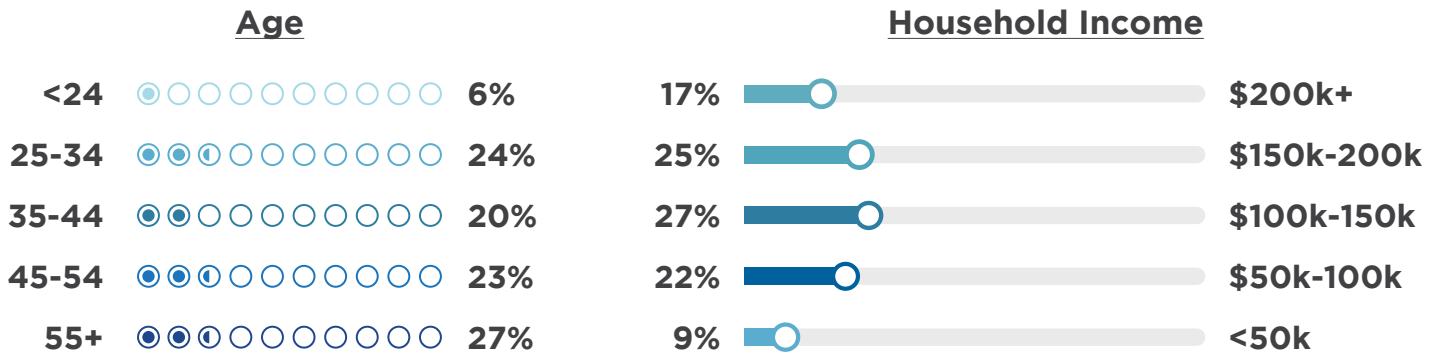
- International Travel Theatre
- The Best of Canada Adventures Stage
- Junior Outdoor Adventurers
- Info Booth
- Climbing Wall
- Co-Located with the Alberta Bike Show



If your target market includes active, passionate outdoor enthusiasts be sure to include the Outdoor Adventure and Travel Show in your 2027 marketing campaign!

# OUR ATTENDEES

## 13,800+ OUTDOOR ENTHUSIASTS



### Why They Attend

- 62%** outfit for the upcoming season
- 57%** test products before purchasing
- 83%** obtain info about new travel destinations
- 75%** of attendees made a purchase at the show
- 97%** 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 Alberta's largest event for outdoor adventures.
- Receive **free social media 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 passes (5 digital passes and 5 printed passes)
- 6 personalized exhibitor badges
- 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 \$595!

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

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

**CALL NOW!**

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