

The
**Outdoor
Adventure**
& Travel Show

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



VANCOUVER

February 27 & 28, 2027
Vancouver Convention Centre

+ Toronto

February 19 - 21, 2027
The International Centre

+ Montréal

March 20 & 21, 2027
Palais des congrès

+ Calgary

April 3 & 4, 2027
BMO Centre, Stampede Park

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

- 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

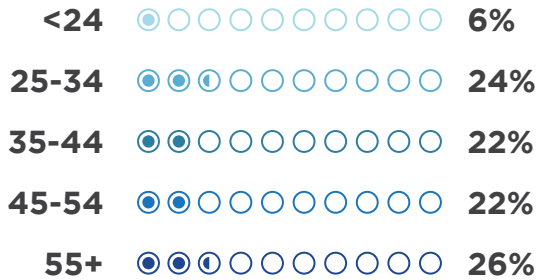


If your target market includes active, passionate outdoor enthusiasts be sure to include the Outdoor Adventure and Travel Show in your 2027 marketing campaign!

OUR ATTENDEES

15,900+ OUTDOOR ENTHUSIASTS

Age



Household Income



Why They Attend

- 65%** outfit for the upcoming season
- 61%** test products before purchasing
- 77%** obtain info about new travel destinations
- 79%** of attendees made a purchase at the show
- 98%** 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 BC'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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