

**THE BIGGEST SHOW
IN THE CAPITAL
REGION IS
MOVING TO
OTTAWA'S
BEST &
NEWEST
FACILITY!**



**OTTAWA BOAT &
SPORTSMEN'S
SHOW**

**WE'RE ON
THE MOVE!**

**CE CENTRE • AIRPORT PARKWAY & UPLANDS DRIVE
FEBRUARY 23-26, 2012**

- All Under One Roof!
- Electronic Ticketing!
- Minutes From Airport!
- Hotels Within Walking Distance!
- Disabled Friendly Access!
- Prefunction Sponsorship Opportunities!
- Allure Of A New Facility!
- Accessible by Highways & Public Transit!
- World Class Building!
- Brand New, State of the Art Meeting Rooms for AGMs & Sales Meetings!
- New Health Conscious Caterer!
- New Feature Area!



YOUR BIGGEST & BEST SALES OPPORTUNITY OF THE YEAR!

1,000s OF EAGER BUYERS ARE COMING TO SHOP!



BOATING

SPRING BOAT
SUPER SHOW & SALE

Rev Up Your Pre-Season Sales!
We will deliver more potential customers than you may meet all year long.

ACRES
AND
ACRES
OF
BOATING
SALES



OTTAWA BOAT & SPORTSMEN'S SHOW

THE ONLY SHOW WITH PROVEN SALES SUCCESS!

OVER 24,000 EAGER MOTIVATED BUYERS!

74% BUY AT THE SHOW!

OVER 78% OF VISITORS RETURN EVERY YEAR!

OVER 90% OF EXHIBITORS RETURN EVERY YEAR!



FISHING

Reel In The Profits!
We deliver 1000s of avid fishermen every year. They're coming to buy!

FISHING
UNLIMITED
RODS, REELS, TACKLE & MORE



HUNTING

We Target Your Sales!
It's a Sportsmen's Selling Paradise. Book early! The best spaces go fast!

CLASSIC
SPORTS
HUNTING, ARCHERY & MORE!



TRAVEL

Your Customers Will Be Here!
Bring lots of brochures and get ready to book lots of guests and trips!

OUTFITTERS
AND
TRAVEL
EXPO!



ADVENTURE

Catch The Wave Of Big Sales!
Make a 'SPLASH' at Ottawa's Biggest Outdoors Show. The great outdoors means great sales for you!

OUTDOORS
ZONE!
GREAT TOYS FOR THE GREAT OUTDOORS!



& MORE!

Features, Seminars & Fun!
We entertain your customers to give you more time to sell your goods and services.

minio
JACKPOT
CHALLENGE

THINK
BIG!
BIG PRE-SEASON SALES!

1-888-695-2677

www.sportshows.ca



OTTAWA BOAT & SPORTSMEN'S SHOW



WE ATTACK THE MARKETPLACE IN A 'BIG' WAY!



WE ADVERTISE TO OVER 3,000,000 POTENTIAL BUYERS!

Our aggressive communications campaign will deliver customers and 'BIG' potential sales to you!

ENGLISH & FRENCH

- NEWSPAPER ADS
- RADIO ADS
- WEBSITES
- ONLINE PROMOS
- PUBLIC RELATIONS
- CONTESTS & GIVEAWAYS

THINK BIG!

- 'BIG' Crowds Every Year!
- 'BIG' Sales At The Show!
- 'BIG' Sales After The Show!
- 'BIG' List Of Future Contacts!

BOOK NOW!

PREMIER SPACE ALWAYS GOES FAST!

RESERVE BY PHONE:
905-361-2677 OR
1-888-695-2677

FAX YOUR APPLICATION
AND DEPOSIT
905-361-2679

MAIL YOUR APPLICATION AND DEPOSIT
Ottawa Boat & Sportsmen's Show
30 Village Centre Place, Mississauga ON L4Z 1V9

Existing exhibitors first right of refusal cut off is September 30, 2011.

Standard Rate	\$10.35	\$10.35 per square foot. (minimum 10' x 10')
Bulk Rate	\$6.50	\$6.50 per square foot. (minimum 500 square feet and over)
Volume Rate	\$5.40	\$5.40 per square foot. (2,000 square feet & over)

Remit in Canadian funds. HST is extra.

SCHEDULE OF ACTIVITIES

Show Dates February 23-26, 2012

Show Hours:	
Thursday & Friday	11 a.m. – 8 p.m.
Saturday	10 a.m. – 7 p.m.
Sunday	10 a.m. – 5 p.m.

Move-in:	
Tuesday, February 21	8 a.m. – 7 p.m.
Wednesday, February 22	8 a.m. – 7 p.m.

Move-out:	
Sunday, February 26	5 p.m. – Midnight
Monday, February 27	8 a.m. – Noon

Lots of Extra Services At No Extra Charge!

- 8' backdrop and side rail drape (10' x 10' booths only)
- Exhibitor badges
- Aisle cleaning
- Material handling
- 24 hour security
- Crate/box removal and storage
- Full use of the Media Centre to announce new products or services and meet editors and reporters covering the Show
- Comprehensive Exhibitor Manual "How to Exhibit Successfully" (manual available upon request)
- Scheduled move-in

WE'RE HERE TO HELP!

Tara Diaczyk, Show Manager 905-361-5240
Meagan Sheehan, Account Manager 905-361-5233
Dianne Franchino, Show Coordinator 905-361-5238

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franchino@sportshows.ca

CORPORATE SPONSORSHIP

XMC Contact Drew Carroll 416-703-3589 x 229

drew@brandedxmc.com

CE CENTRE • OTTAWA

AIRPORT PARKWAY & UPLANDS DRIVE

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