

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!

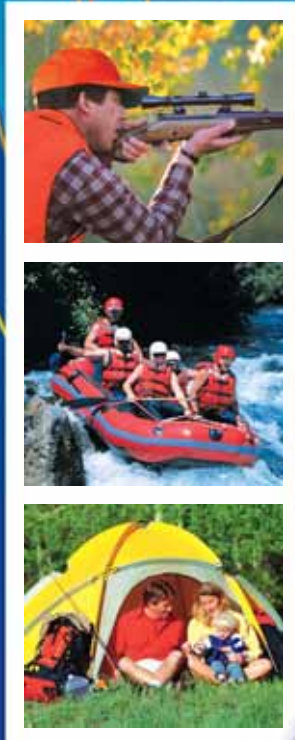


OTTAWA BOAT &  
SPORTSMEN'S  
SHOW

35<sup>TH</sup> ANNIVERSARY  
1975-2010

LANSDOWNE PARK • FEBRUARY 25-28

SUPER SHOW!  
SUPER SALES  
OPPORTUNITIES!



THINK  
**BIG!**  
BIG PRE-SEASON SALES!

THE BIGGEST BOAT  
& OUTDOOR SHOW  
*in The Region!*



# BRINGING SPORTS ALIVE SINCE 1975!

## BOOK NOW FOR YOUR SUPER SALES OPPORTUNITIES!



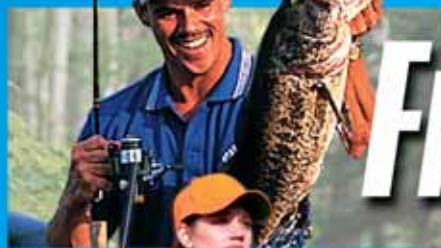
# BOATING

Rev-Up Your Year With Pre-Season Sales!

Every year 'Eager Buyers' come to this Show to start their fun on the water. You bring the boats ... and we'll deliver more potential customers than you may meet all year long. Don't miss this once-a-year spectacular '4-Day-Selling-Frenzy'!

**SPRING BOAT**  
SUPER SHOW & SALE

**ACRES AND ACRES OF BOATING SALES**



# FISHING

Reel In The Profits! Fish Where The Fish Are!

Our exhibitors know we deliver 1000s of avid fishermen year after year. They're coming to buy your boats, gear and equipment. Book your space today to catch the Big Sales!



# HUNTING



Hunting & Outdoor Gear It's All Here! Each year we turn the Aberdeen Pavilion into a Sportsmen's Paradise. We have great features, seminars, live shows and displays to bring the great outdoors to life. Book early! Space is limited! The opportunities are endless!



# TRAVEL



Make Your Profits Soar!

The OUTFITTERS & TRAVEL EXPO will be packed with 1000s of hunting, fishing, camping outdoor enthusiasts! Bring lots of brochures and get ready to book lots of guests. Your best potential profits start at the region's Biggest Outdoor Show!

**ONTARIO**  
*Yours to discover*



# ADVENTURE



Catch The Wave Of Big Sales! Make a 'SPLASH' at Canada's Biggest Outdoor Show. Over 25,000 eager buyers are coming. Many are looking for water toys, kayaks, canoes, tents, and camping gear. The great outdoors means great sales opportunities for you!



# & MORE!



Fantastic Features! Super Seminars! Lots of Fun! This spectacular event has it all! We develop many 'Shows Within The Show' to entertain your customers, and hold their attention so you have more time to sell your goods and services. Ottawa's 'OUTDOOR SUPER SHOW' can deliver 'SUPER RESULTS' for you!

# THINK BIG!

**WE ATTACK THE  
MARKETPLACE  
IN A 'BIG' WAY!**

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



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



- 'BIG' CROWDS YEAR AFTER 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, 2009.*

- Standard Rate \$10.00** \$10.00 per square foot.  
(minimum 10' x 10')
- Bulk Rate \$6.25** \$6.25 per square foot.  
(minimum 500 square  
feet and over)
- Volume Rate \$5.25** \$5.25 per square foot.  
(2,000 square feet & over)

Remit in Canadian funds. Goods and Services Tax is extra.

### SCHEDULE OF ACTIVITIES

Show Dates February 25 - 28, 2010

**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 23 8 a.m. – 7 p.m.  
Wednesday, February 24 8 a.m. – 7 p.m.

**Move-out:**  
Sunday, February 28 5 p.m. – Midnight  
Monday, March 1 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!

Denise Hayward, Show Manager 905-361-5246  
Tara Diaczyk, Account Manager 905-361-5240  
Tanya Kury, Show Services Coordinator 905-361-5241

hayward@sportshows.ca  
tara@sportshows.ca  
kury@sportshows.ca

### CORPORATE SPONSORSHIP

XMC Contact Drew Carroll 416-703-3589 x 229

drew@brandedxmc.com

**LANSDOWNE PARK**  
FEBRUARY 25-28, 2010  
[www.sportshows.ca](http://www.sportshows.ca)