

*Canada's Largest  
for 50 Years!*



TORONTO  
INTERNATIONAL  
**BOAT  
SHOW**

*50th Anniversary*



**January 11, 2008**  
*Special Preview Night—  
Boating for Children's Charity*

**January 12–20, 2008**  
Direct Energy Centre

Produced by  
**NMMACANADA**

 **DiscoverBOATING**  
DiscoverBoating.ca



# CELEBRATING 50 YEARS

## THE PEOPLE YOU WANT

- 69% own a boat
- 77% come to shop for boats, accessories and services
- 11% come to learn about boating and visit the Discover Boating Centre
- 66% are male, 34% are female
- 14% are 18–34 years of age  
77% are 35–65 years of age  
9% are over 65
- 49% are married with children  
20% are married with no children  
15% are single  
13% are empty nesters  
3% are single parents
- 67% earn more than \$76,000

## TYPE OF BOATERS:

- Cottageger—49%
- Marina Boater—23%
- Trailerable Boater—17%
- Yacht Club Boater—11%

## DISTANCE TRAVELLED:

- 39% under 60 km
- 34% 61–120 km
- 12% 121–200 km
- 15% over 200 km

## NUMBER OF YEARS ATTENDED:

- 26% first time in 2007
- 37% 2–5 years
- 18% 6–10 years
- 12% 11–20 years
- 7% 21–49 years

## TYPE OF BOAT OWNED:

- Runabout 25%
- Cruiser 19%
- Sailboat 17%
- Fishing Boat 14%
- Canoe/Kayak/Pedal 7%
- High Performance 5%
- PWC or Jet Boat 4%
- MotorYacht 5%
- Pontoon or Deck 2%
- Other 2%

(Statistics drawn from 2007 surveys)

## CANADA'S LARGEST AND MOST IMPORTANT EVENT FOR THE INDUSTRY

The Toronto International Boat Show® is the premiere show in Canada, and one of the world's leading boat shows. Each year this event brings the entire recreational boating industry together—manufacturers, dealers and boating consumers. It is a must-exhibit event for any business in the Canadian boating industry. It is a must-attend show for boaters and anyone thinking of getting into boating!

Recent Attendance History:	2007—90,270
	2006—88,053
	2005—80,206

More than 400,000 net square feet of exhibit space: power, sail, fishing, pontoon boats, trawlers, canoes, kayaks, electric and wooden boats, from 6 to 65 feet!

## AGGRESSIVE ADVERTISING & PROMOTIONS

Show marketing efforts work year-round to attract qualified attendance and increase your chances to get leads and make sales. A fully integrated, highly visible marketing effort launches in the months leading up to the show:

Television, radio, newspaper, magazine, internet advertising and a dynamic website are part of the strategy to attract potential customers to the show. In addition, the public relations and promotions campaigns produce results that are leading the industry.

Special events and feature areas are part of what makes this show stand out from any other. Entire families, groups of friends and corporate clientele rave that there is something for everyone to enjoy—"no better way to spend the day!"

## NEW FOR 2008!

### The largest indoor lake for boaters welcomes water activities!

As part of the 50th Anniversary celebration, the 2008 Show will welcome a major transformation of on-the-water activities. Thousands of boating enthusiasts will be exposed to a multitude of water activities such as wakeboarding, fishing, sailing, kayaking, canoeing demonstrations, competitions and special events.



# S AS CANADA'S PREMIERE SHOW

*"The NMMA Canada staff have evolved the Toronto International Boat Show into more than just a display of new products. They had a significant impact on the success of our business. This has become the most important sales event in our season."*

Jeff Barnes, *Pride Marine Group, 20 year exhibitor*

*"The last 5 years, we have broken sales records each year and that is attributed to great products and staff, but most importantly, the show's ability to attract a quality attendee that is looking to buy a boat or accessory."*

Morton Fogh, *Fogh Marine Ltd, 24 year exhibitor*

*"The Toronto International Boat Show has been a very important part of our sales program. It represents directly and indirectly a significant percentage of our yearly sales. Strong show management and aggressive marketing is responsible for the success we have seen over the years."*

Gary Poole, *Buckeye Marine, 27 year exhibitor*

*"We had a great show, boat sales were up 33% over last year."*

Mike Kamalowski, *Rinker Boats, 10 year exhibitor*



*"TIBS has traditionally been the most important event of the year for Angus Yachts. The Show affords our clients the opportunity to look, touch, and feel. This is absolutely essential for luxury products of the magnitude that we sell. We believe that TIBS directly or indirectly results in more than half of our boat sales for the year."*

Al Patterson, *Angus Yachts, 28 year exhibitor*

*"Response was way beyond our wildest dreams. We completed our three-year business plan in nine days!"*

Peter Van Dalen, *Surfango, First time exhibitor*

*"The show has brought great memories over the past 36 years for us. From boats stuck in snow storms to midnight launchings of boats into pool, etc. Always a great challenge, but always with the great help and camaraderie of the show staff."*

Bernie Luttmmer, *Swans Marina, 36 year exhibitor*

## DISCOVER BOATING AT WORK!

Discover Boating continues to help people become boaters, delivering one-on-one advice to prospective buyers and promoting the industry. It is also a one-stop-shop on how to get started—from choosing the right boat type to financing, boating safety and more.



57% of new-boat buyers attended a boat show first and based their buying decision on information gathered at boat shows, according to a JD Powers survey.

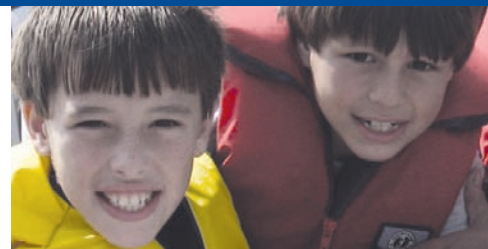
The Discover Boating Centre has been a huge success at this show and will again play an important role this year.

(Note: The Discover Boating Fund surcharge collected on exhibit space contributes to the national and regional Discover Boating program through CMMA and OMOA. It is not utilized for the Discover Boating feature at the show).

## HELPING KIDS FIND CALMER WATERS!

Since its inception eight years ago, the Special Preview Night has raised over \$400,000 for children's charities. Advertising and publicity for the show and industry go beyond the traditional media. A united industry working together to help others in need through a high-profile event that is the official opening night of Canada's premiere boating event of the year!

*Boating*  
For  
**Children's  
Charity**  
Special Preview Night



## YOUR RATES

Booth (minimum 100 sq. ft.)  
Bulk (minimum 500 sq. ft.)

NMMA/CMMA MEMBER	NON-MEMBER
\$13.85 sq. ft.	\$15.90 sq. ft.
\$8.45 sq. ft.	\$9.25 sq. ft.

All rates are in Canadian funds. Applications will only be accepted for marine products. All booths require a nautical theme.

## YOUR RATES INCLUDE:

- Back-drop for booth displays
- Shuttle Bus services from show hotels
- Boat Show Specials Program
- Material handling (cranes/forklifts)
- Crate storage during the show
- Booth and exhibit area cleaning
- Show Guide listings, plus cross-reference listings
- Link to your website from [www.TorontoBoatShow.com](http://www.TorontoBoatShow.com)
- Exhibitor Guest Ticket program
- Exhibitor Lounge
- New Product Showcase Feature
- Outdoor boat washing prior to move-in
- Exhibitor credentials

## WE'RE WORKING FOR YOU!

NMMA's Toronto staff brings you more than 60 years of combined industry experience. Working closely with the Show's Advisory Committee—our goal is to make the Toronto International Boat Show better each year.

## START PLANNING NOW!

Exhibit Space will be sold out. Additional opportunities will be limited.

To renew or apply for exhibit space, contact:  
Scott MacInnes, Sales Manager, [smacinnnes@nmma.org](mailto:smacinnnes@nmma.org)

To discuss sponsorship and promotional opportunities, contact:  
Cynthia Hare, Show Manager, [chare@nmma.org](mailto:chare@nmma.org)

## THE TORONTO BOAT SHOW TEAM

Cynthia Hare  
Show Manager

Scott MacInnes  
Sales Manager

Kim Whittick  
Operations Manager

Patty Kelly  
Office Manager

Wendy McCarroll  
Shows Administrator

*"Best show we have ever attended. It exceeded our expectations."*

Christine Smith  
*Aquarius Jewellers, 4 year exhibitor*

*"Great show! Final numbers for 2007 were back up to the figures from 6 or 7 years ago. The opening Saturday was tied for the 2nd best Saturday we've ever had. Great advertising! We are definitely coming back to the Boat Show in 2008!"*

Mark Holman,  
*Moose River Chamois Company, 18 year exhibitor*

## MAILING ADDRESS

18 King Street East, Unit E9,  
Bolton, Ontario, CANADA L7E 1E8  
Tel: 905.951.0009  
Fax: 905.951.0018  
[TorontoBoatShow.com](http://TorontoBoatShow.com)

## HOTELS

Sheraton Centre Downtown  
\$75/night (single/double)  
\$135/night (Club Level, single/double)  
Call 416.361.1000 for reservations  
[www.sheratoncentretoronto.com](http://www.sheratoncentretoronto.com)

Harbour Castle Westin  
\$75/night (single/double)  
Call 416.869.1600 for reservations  
[www.westin.com/harbourcastle](http://www.westin.com/harbourcastle)

## PROMOTING & PROTECTING OUR INDUSTRY

Exhibiting at boat shows produced by NMMA is a smart business decision for you and your industry. Show revenues are reinvested in programs that protect, strengthen, and grow boating. The National Marine Manufacturers Association (NMMA) and The Toronto International Boat Show are strong partners and financial supporters of the Canadian Marine Manufacturers Association (CMMA) and the Ontario Marine Operators Association (OMOA).

Your industry associations take the lead on crucial topics and work proactively on local, provincial and federal issues to advocate legislation that protects the interests of your business. Programs are developed by members of the industry to help manufacturers and dealers succeed in the marketplace. The power and success of businesses associating together is another benefit of exhibiting at a NMMA Boat Show!

Produced by

