

Vancouver International Boat Show

Virtual Show Opportunities



BOATINGBC
ASSOCIATION™

PRESENTS

VANCOUVER
INTERNATIONAL

BOAT
SHOW®

VIRTUAL

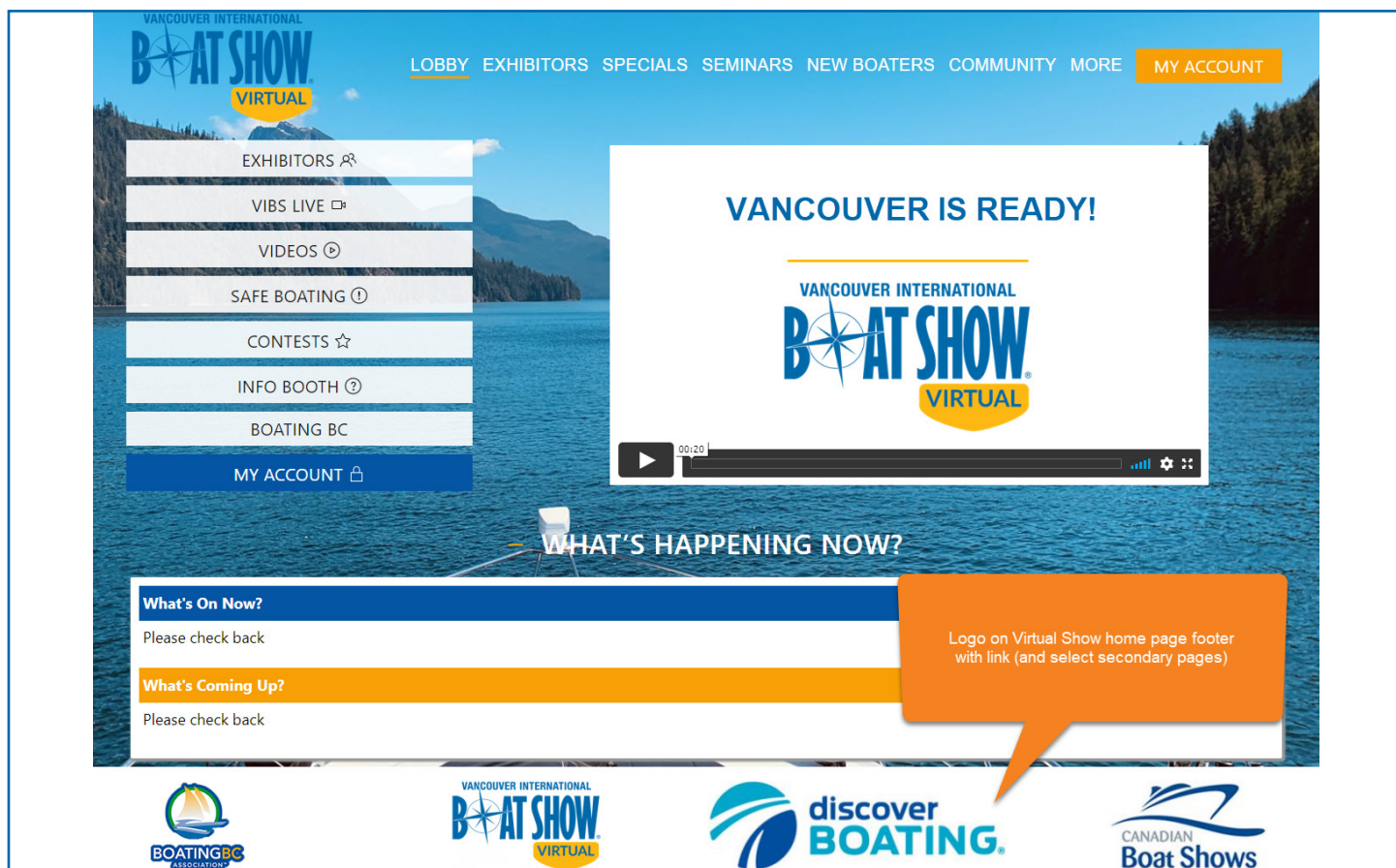
February 24 – 27, 2021

VancouverBoatShow.ca

We are VIRTUAL... And Vancouver IS READY!

February 24 – 27, 2021

Wednesday – Friday: 11am – 7pm
Saturday : 9am – 5pm



Focused on connecting Attendees and Exhibitors – the Virtual Show will provide the BEST opportunity this winter to connect your business with boaters and potential new boaters!

A new, cost efficient marketing and selling event produced by the Vancouver International Boat Show – you will not want to miss participating. The strength of the Vancouver Boat Show's brand, marketing, reach, and ability to execute, provides exhibitors with a platform to showcase the industry and your business. Plus – help you get new leads and sell your products and services

VIBS Virtual Focus:

- 75-80% of attendees each year come to the in-person show to SHOP for boats, accessories, and services
- The primary focus of the Virtual Show will be to deliver meaningful connections for Exhibitors with Attendees
- Targeted marketing including paid advertising, promotions, PR, social media, and Skipper's Club Newsletter (over 33,000)

VIBS Virtual for All:

- As a Thank you to all Exhibitors for your participation in the 2020 Show – we are providing all companies who displayed with a complimentary VIBS listing in the 2021 Virtual Show
- Exhibitors who want to maximize their results and upgrade with a Virtual package – welcome to new opportunities!
- Customize your very own Space – choose what best fits your needs, objectives and capabilities

Some Highlights:

- Company description that you control. Key words used in search functions to direct attendees to your space, products and services
- Upload brochures, videos, show specials, products and services, and new products
- Interactive features for Attendees to connect with you include: built-in live chat, email, video room using your ZOOM account, Facebook Live or other, viewable brochures or videos (played on demand). Schedule meetings or interact with specific staff
- In-Booth Livestream Opportunities for Exhibitors wanting maximum return on connecting with and selling to Attendees
- Easy access to ROI reports – in real time. No waiting until after the show to know how many people came to your space, or had contact with your staff, file downloads, meetings, booth chats, email messages, video views, website and social media traffic
- Lead Retrieval – Downloadable lead lists – receive customer name and email of attendees who engaged with your space
- Virtual VIBS will be available to all attendees for a minimum of 6 months following the Live Show. Exhibitors will be able to update their content, change products and specials. VIBS will continue to promote to attendees following the show in February, heading into boating season. Ongoing opportunity for attendees to connect with exhibitors

Attendees:

- Registration to attend is FREE! Fast and easy. FREE Registration opens week of January 1st
- Virtual VIBS will attract a new, different and wide audience – in addition to thousands of our returning attendees!

More Details:

- The VIBS Virtual Show operates on an easy-to-use web-based platform. Attendees and Exhibitors with an internet connection can participate with no special software or skill
- The platform is fully optimized – the Show will operate smoothly on any device: desktop computer, laptop, tablet or mobile device
- The “Live” Show dates are February 24 – 27, 2021. Exhibitors are encouraged to be on-line or available for open hours of the show (Wed-Fri: 11am – 7pm and Sat: 9am – 5pm)
- The show will go on-line 3 days prior (February 21) to the official Live opening. It will remain on-line for 6 months after, so that customers can continue to research and connect with exhibitors after the Live show has ended
- Tools will be provided to help you create your space. A “Booth Builder” video – will help walk you through how easy it is to create an engaging space, customized for your business and objectives. If you can post on social media, you can post in Unity. Basic computer skills are all you need to populate most of the space features (cut, paste, upload).
- Video Meetings, Zoom and In Space Livestream opportunities may require some advanced level help from a member of your team or external resource
- Exhibitor Orientation Webinar
- Resource List – for Exhibitors who want additional help (if not comfortable with self-learning or uploading content directly, or video creation, etc)
- Our Show Team will be available to answer your questions and help guide you with ideas & suggestions!
- Sample Screen Shots are enclosed to demonstrate Virtual Show Benefits for Exhibitors



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VANCOUVER INTERNATIONAL BOAT SHOW VIRTUAL

February 24 – 27, 2021

2021 Virtual Space Packages

Benefits

Boating BC Member Rates (Regular and Affiliate)

VIBS
Virtual #1
\$3,500

VIBS
Virtual #2
\$1,500

VIBS
Virtual #3
\$500

VIBS Listing
Complimentary for
2020 Exhibitors

Virtual platform: Targeted VIBS marketing to attract attendees February 24 - 27; followed by 6 months supplementary plan



Exhibitor Access to Manage Details Online



Exhibitor Listing: Company name, address, phone, product description, link to website & social accounts



Product & Services Feature: Attendees can search by keyword, product, service and geographic service area



Get Results in Real Time: # of Attendee visits to your space, website hits, file downloads, video views, chats, email messages, video meetings, social hits, etc.



Company Logo with Exhibitor Listing



Customizable Virtual Space

































Profiled within your Virtual Space:
Up to 100 products, 50 brochures, 50 boat show specials, and 20 videos



Multiple Ways for Attendees to Connect:
Chat Box, Email, Video (ie: ZOOM, Facebook Live, etc). Interact with Specific Staff (multiple company reps can be live at the same time)



2021 Virtual Space Packages Continued

	VIBS Virtual #1	VIBS Virtual #2	VIBS Virtual #3	VIBS Listing
Export a Leads File of Attendees Who Interacted in your Virtual Space				
Product & Services Directory: Searchable List of Your Products & Services				
Company featured at top of Exhibitor Listing and Category Specific Searches. Placement Order: Virtual #1, Virtual #2, Virtual #3, followed by Listings. (Each Virtual category will rotate order of Exhibitors)	 Virtual #1 Placement	 Virtual #2 Placement	 Virtual #3 Placement	
Boat Show Specials: Up to 50 within your space. Featured in Main Specials area of the Show: see item #'s	 10 items	 5 items	 1 item	
New Products: From the Products within your space, receive a select # in Featured New Products area of the show. See item #'s	 6 items	 3 items	 1 item	
Videos: Up to 20 within your space. Featured in Main Videos area of the Show: see item #'s	 6 items	 3 items	 1 item	
Offer A Survey				
Passport Contest – Driving Attendees to your booth • Button on the company profile page to allow for “check-in” as part of the program • Logo on the Attendee Passport Dashboard				
Your Business/Product/Service on VIBS Live, includes Interview and Video Opportunities (and On Demand for 6 months following				
In space live stream opportunity				
Logo on Virtual Show home page footer with link (and select secondary pages)				
Schedule a Meeting: Attendees will have the ability to book time with Exhibitors on customized calendar controlled by Exhibiting Company				
Your Business/Product/Service promoted in the pre-show Skipper's Club Newsletter				



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More Opportunities

Extra Opportunities Outside Your Virtual Space (Limited # Available)

Price

Run of Site (ROS) Virtual Show Ads

\$500

30 second commercial rotating between VIBS live content for full show

\$500

60 second commercial rotating between VIBS live content for full show

\$750

VIBS Live: Your Business/Product/Service segment: Includes Interview and Video Opportunities (plus On Demand for 6 months following)

\$500

VIBS Social Media

\$500

Sponsorship Opportunities Outside Your Virtual Space (Limited # Available)

Price

Attendees Free Registrations sponsored by:

\$3,500

Virtual Seminars sponsored by:

\$1,000

Virtual Info Booth sponsored by:

\$1,000

Virtual Safe Boating sponsored by:

\$1,000

Virtual Boating Community Discussion sponsored by:

\$1,000

VIBS Live sponsored by:

\$1,500

Skipper's Club Attendees Newsletter sponsored by:

\$2,000

VIBS Exhibitor Newsletter sponsored by:

\$2,000

Customized and Creative ideas – let's talk!

TBD

Your Virtual Show Contacts

Linda Waddell, Show Director
(905) 951-4051

Eric Nicholl, Show Manager
(604) 882-8024

Cynthia Hare, Show Manager
(905) 951-4054

Wendy McCarroll, Shows Administrator
(905) 951-4052