



BOATINGBC
ASSOCIATION™
PRESENTS

VANCOUVER INTERNATIONAL

B  **AT SHOW**®

WESTERN CANADA'S LARGEST BOAT SHOW

January 17 – 21, 2018 BC Place

INCREMENTAL BRANDING OPPORTUNITIES



Vancouver Boat Show Website Advertising

Premium advertising opportunities are available on www.VancouverBoatShow.ca.

- Web Ads are:
 - Positioned in high visibility locations throughout the site, including the Home Page
 - Viewed in random rotation with non-competing businesses
 - A low marketing expense reaching a highly targeted audience
 - Two sizes with URL redirection!
 - Optimized for desk-top and mobile device viewing.
 - 300x250 pixels – mobile
 - 728x90 pixels - desktop
 - Cost: \$750 + GST
- Site Traffic Stats:
- Over 108,000 unique visitors annually
 - Over 246,000 page views



Branding Opportunities at BC Place

In order to maximize brand visibility for our 2018 Show partners, the following branding opportunities will be made available at BC Place

- These opportunities will provide unique and powerful ways to deliver brand visibility, and targeted messaging to Boat Show exhibitors and participants
- Space is extremely limited



Digital Ribbon Board Advertising #1

Five premium advertising opportunities are available through the BC Place digital ribbon board, offering very prominent brand visibility to the entire stadium bowl

- :10 spots will consecutively, delivering more than 1,400 total brand impressions during all show hours on Wednesday, Thursday, Friday, Saturday, and Sunday
- Packages will also feature a minimum of 900 x :15 - :90 silent video advertisements on more than 450 concourse television monitors located throughout BC Place
- TOTAL COST: \$3,000 + GST



Digital Ribbon Board Advertising #2

Advertising opportunities are available through the BC Place digital ribbon board, offering very prominent brand visibility to the entire stadium bowl

- :10 logo placements will run once every FOUR minutes delivering more than 405 total brand impressions during all show hours on Wednesday, Thursday, Friday, Saturday, and Sunday
- Packages will also feature a minimum of 900 x :15 static logo placements within the looping 'silent video' on more than 450 concourse television monitors located throughout BC Place
- TOTAL COST: \$600 + GST

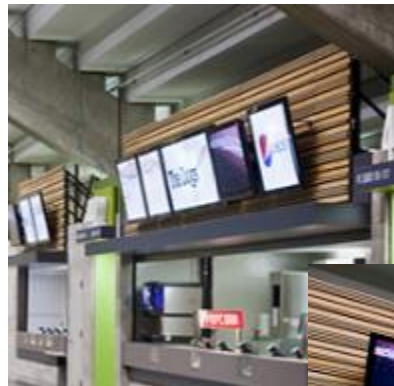


Television Monitor Advertising

Premium advertising opportunities are available utilizing the BC Place televisions located on the Level 2 Concourse, in the food court, and on Terry Fox Plaza. These screens offer very prominent brand visibility, on over 450 monitors inside BC Place and the Gate A 'Telus Board' at Terry Fox Plaza.

- Spots will be embedded within the Show's silent looping video throughout all show days, delivering more than 253,000 total brand impressions
- Packages are available for spots of various length:

- :15 spot \$525 + GST
- :30 spot \$990 + GST
- :60 spot \$1,800 + GST
- :90 spot \$2,500 + GST





Static Concourse Advertising

Two exclusive advertising opportunities are available on the main ramp entries to the BC Place concourse and stadium floor area

Section 312 - 212 Concourse Ramp:

Signage space visible to show visitors as they travel down the ramp to the Level 2 Concourse Entry

Dimensions (8' Tall x36' Wide)

TOTAL COST: \$3,000 + GST

Section 212 Concourse Entry:

Signage space visible to all show visitors as they enter the Level 2 Concourse area

Dimensions (8' Tall x36' Wide)

TOTAL COST: \$3,000 + GST

- Cost includes banner production, installation and removal. (hi-res, print-ready artwork is required) Your banner is also re-usable for future subsequent years, at a discounted rate. Call to discuss!
- To provide additional visibility, both packages include the option to provide a :15 silent video advertisement as part of the looping silent video displayed on concourse television monitors located throughout BC Place

Static Concourse Advertising



Section 312 - 212 Concourse Ramp
Signage space visible to show visitors as they travel down the ramp to the Level 2 Concourse Entry



Section 212 Concourse Entry Signage
space visible to all show visitors as they enter the Level 2 Concourse area



Example from the 2014 NHL Heritage Classic hockey game and Scotiabank



Stairway Advertising

Two unique advertising opportunities are available on the stairways from the concourse to the show floor

- This unique branding asset offers tremendous visibility to the entire show floor
- Total cost per 40-stair stairway: \$2,000 + GST
- To provide additional visibility, both packages include the option to provide a :15 silent video advertisement on concourse television monitors located throughout BC Place



For more information about these opportunities, and other custom branding / sponsorship opportunities, such as:

- KidsZone,
- Dockside Grill
- DIY Garage
- Shuttle Buses,
- Water Ferries

Please contact:

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