



# 2024 EXHIBITOR PACKAGE

**WELCOME LETTER | OUR AUDIENCE  
APPLICATION FORMS | EXHIBITOR INFO**

**A FRESH  
APPROACH AT  
DOING BUSINESS  
IN THE OUTDOOR  
INDUSTRY!**



- BROUGHT TO YOU BY -



# CALLING ALL OUTDOOR ENTHUSIASTS!

## WE'RE BACK WITH THE 3<sup>RD</sup> ANNUAL BC OUTDOORS SHOW AT CHILLIWACK HERITAGE PARK



This is an excellent opportunity for dealers, distributors and companies to market their goods and services to thousands of outdoor enthusiasts of all ages. Leverage a wide clientele and loyal audience that spans our media partners at *BC Outdoors*, *Outdoor Canada*, *Pacific Yachting*, and **Sportsman Channel**.

The **BC Outdoors Show** will showcase something for everyone: industry experts, TV personalities, key speakers, interactive events, boats, RVs, and retailers from across Western Canada.

Our approach is to honour outdoor traditions and accommodate all aspects of outdoor enjoyment.

## 2023 BC OUTDOORS SHOW AGENDA



### SHOW DATES: MARCH 22-24

#### Thursday March 21, 2024

Move in 9am-9pm  
Chilliwack Heritage Park  
Exhibitor lounge open all day  
(coffee, water, refreshment)

#### Friday, March 22

12-8

#### Sat, March 23

10-6

VIP night and Exhibitor  
Appreciation:  
NEW details to come

#### Sunday March 24

10-4

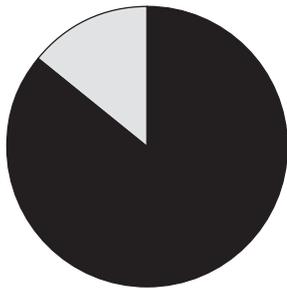
Move Out — starts at 4pm  
All out by 8am Monday March 25



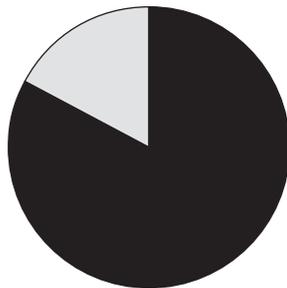
Our iconic brands **BC Outdoors** and **Pacific Yachting** have been around for 60-plus years and we have a loyal following. **Sportsman Channel** is the best hunting and fishing channel in Canada. The marketing and media coverage alone is unlike any other show out there.



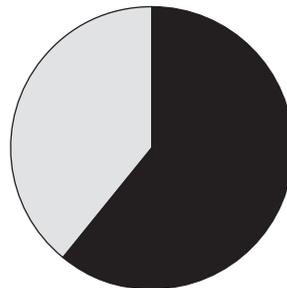
## OUR AUDIENCE



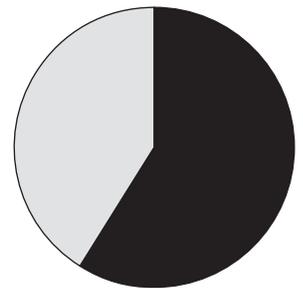
**86% FISH**



**83% HUNT**



**61% SPORT SHOOT**



**59% OWN POWER BOATS**

### DON'T MISS OUT DIRECT MARKETING TO THIS VAST OUTDOOR CLIENTELE

*"The team did a tremendous job taking care of the vendors and not just making it about the "crowd". Very accommodating! Additionally they brought in a crowd that was not scared to spend! We will be back for years to come. "*  
 – Curtis, Skre

*"You know what, I really liked it! There was so much to look at and it was relevant to the outdoors. This is the outdoor show I will be coming back to."*  
 –Attendee

*"This show has something for everyone. The growth from the 2022 inaugural show was clear. Sales were nearly doubled, doors lined up in advance of opening, after party for the vendors and tons of great food selections. We'll be back for year 3"*  
 – Melanie, Rok Straps

### WHERE WE ADVERTISE THE SHOW, AND DRAW IN OUTDOOR FOCUSED ATTENDEES

**BC Outdoors:**  
 magazine, social, digital, subscribers

**Outdoor Canada:**  
 magazine, social, digital, subscribers

**Pacific Yachting:**  
 magazine, social, digital, subscribers

**Sportsman Channel:**  
 free preview, social, subscribers

**Local:**  
 Community radio, news, tourism, businesses

**@BCOUTDOORSSHOW**



# EXHIBITOR BOOTH CONTRACT

**BC OUTDOORS SHOW**  
MARCH 23, 24, 25, 2024  
Chilliwack Heritage Park

802-1166 Alberni St., Vancouver, BC V6E 3Z3  
www.bcoutdoorsshow.com

All show information will appear as indicated below and addressed to the following unless otherwise indicated to the show coordinator.

COMPANY NAME: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_  
MAILING ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ PROVINCE/STATE: \_\_\_\_\_  
POSTAL/ZIP CODE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_@\_\_\_\_\_.\_\_\_\_\_  
PHONE: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ CELL: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
WEBSITE: \_\_\_\_\_  
SOCIAL TAGS: \_\_\_\_\_

APPLY ONLINE INSTANTLY [bcoutdoorsshow.com/application](http://bcoutdoorsshow.com/application)

## BUSINESS DETAILS

- ARCHERY
- ASSOCIATIONS/NON PROFIT
- ATVs
- CAMPING/SURVIVAL GEAR

- EDUCATION/TRAINING
- FOOD/BEV
- FIREARMS
- FISHING
- HUNTING

- LODGE/RESORTS
- MANUFACTURER
- OPTICS
- OUTFITTERS
- RETAILERS

- TOURISM
- TRAPPING
- OTHER: \_\_\_\_\_

Type of products being displayed: \_\_\_\_\_  
Brand names of products: \_\_\_\_\_

**\* (INCLUDES,  
POWER, A  
TABLE AND TWO  
CHAIRS)**

## PRICING FOR THE 2024 BC OUTDOORS EXHIBITORS!

- 10X10 Basic BOOTH SPACE — \$1150 +tax
- 10x10 DELUXE\* BOOTH SPACE — \$1500 +tax
- 10x20 BOOTH SPACE — \$2000 +tax
- 10x20 DELUXE\* BOOTH SPACE \$2350 +tax
- 10X30 BOOTH SPACE — \$2750 +tax
- 10x30 DELUXE\* BOOTH SPACE — \$3100 +tax
- 10X40 BOOTH SPACE — \$3000 +tax
- 10x40 DELUXE\* BOOTH SPACE — \$3350 +tax

## PREMIUM SOLID WALL SPACE LIMITED NUMBER OF BOOTHS AVAILABLE.

- 15X10 Basic BOOTH SPACE — \$1450 +tax
- 15x10 DELUXE\* BOOTH SPACE — \$1800 +tax
- 15x20 BOOTH SPACE — \$2300 +tax
- 15x20 DELUXE\* BOOTH SPACE — \$2650 +tax
- 15X30 BOOTH SPACE — \$3150 +tax
- 15x30 DELUXE\* BOOTH SPACE — \$3500 +tax
- 15X40 BOOTH SPACE — \$3300 +tax
- 15x40 DELUXE\* BOOTH SPACE— \$3650 +tax

## BULK SPACE

- BASIC 20X 55 — \$3000 +tax
- DELUXE\* 20X55 — \$3350 +tax
- BASIC 30X55 — \$3500 +tax
- DELUXE\* 30X55 — \$3850 +tax
- BASIC 40X 55 — \$4000 +tax
- DELUXE\* 40X55 — \$4350 +tax
- BASIC 50X55 — \$4500 +tax
- DELUXE\* 50X55 — \$4850 +tax

## PAYMENT METHOD

CHEQUE — MADE PAYABLE TO OUTDOOR GROUP MEDIA (MAILING ADDRESS ABOVE)

CREDIT CARD — ATTACHED CREDIT CARD AUTHORIZATION FORM

CREDIT CARD — PAYMENT VIA PHONE — PLEASE CALL ME @ \_\_\_\_\_

**50% DEPOSIT (PRE-TAX TOTAL) AT THE TIME OF APPLICATION REMAINING BALANCE DUE BY: FEBRUARY 22, 2023**



# CREDIT CARD APPLICATION

**BC OUTDOORS SHOW**  
MARCH 24, 25, 26, 2023  
Chilliwack Heritage Park

802-1166 Alberni St., Vancouver, BC V6E 3Z3  
www.bcoutdoorsshow.com

- BROUGHT TO YOU BY -



BOOTH AMOUNT: \$ \_\_\_\_\_

5% GST: \$ \_\_\_\_\_

TOTAL PAYMENT: \$ \_\_\_\_\_

NAME THAT APPEARS ON CREDIT CARD: \_\_\_\_\_

CREDIT CARD NUMBER: \_\_\_\_\_

EXPIRY DATE: \_\_\_\_\_

CARD VERIFICATION CODE (CVC): \_\_\_\_\_

ALL INVOICES &/OR RECEIPTS TO: SAME AS ABOVE

\_\_\_\_\_@\_\_\_\_\_.

Please forward your complete application including payment details to [ANGIE@OPMEDIAGROUP.CA](mailto:ANGIE@OPMEDIAGROUP.CA) for immediate processing.

I authorize the BC Outdoors Show (Outdoor Group Media) to process the above transaction to the credit card details.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**CANCELLATIONS:** before the date of February 28th, 2023, may qualify for all refunds less a \$200.00 processing fee.

Cancellations after the date of February 28th, 2023, will result in forfeit of half the total fee.

Cancellations after the date of March 15th, 2023 will result in forfeit of total fees.

**INTERNAL USE ONLY:**

DEPOSIT PAID PAID IN FULL

SALES REP: \_\_\_\_\_

POSTED DATE: \_\_\_\_\_

NOTES: \_\_\_\_\_

**BOOK BY:**

Nov. 1, 2023 to have complimentary advertising in *BC Outdoors* Jan/Feb & Mar/April issue  
**OR** Feb 1, 2023 to have complimentary advertising in *BC Outdoors* Mar/April