



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 3RD 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.

2024 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

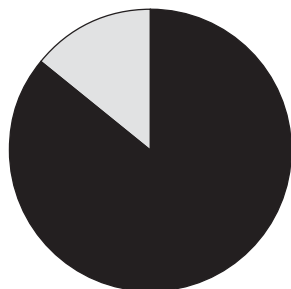
Move Out — starts at 4pm
All out by 8am Monday March 25



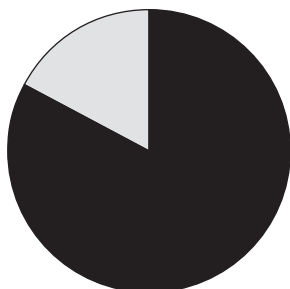
Our iconic brands **BC Outdoors** and **Pacific Yachting** have been around for 60-plus years and we have a loyal following. **Sportsman Channel** is the best hunting and fishing channel in Canada. The marketing and media coverage alone is unlike any other show out there.



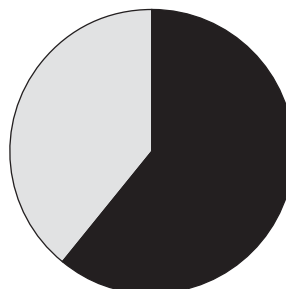
OUR AUDIENCE



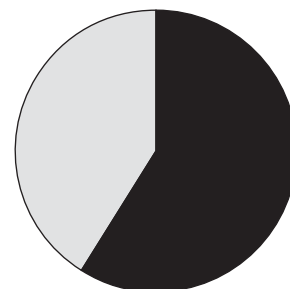
86% FISH



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 22, 23, 24, 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

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: _____

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

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

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, 2024



CREDIT CARD APPLICATION

BC OUTDOORS SHOW
MARCH 22, 23, 24, 2024
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 awilliams@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, 2024, may qualify for all refunds less a \$200.00 processing fee.

Cancellations after the date of February 28th, 2024, will result in forfeit of half the total fee.

Cancellations after the date of March 15th, 2024 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 Jan 19, 2024 to have complimentary advertising in *BC Outdoors* Mar/April