

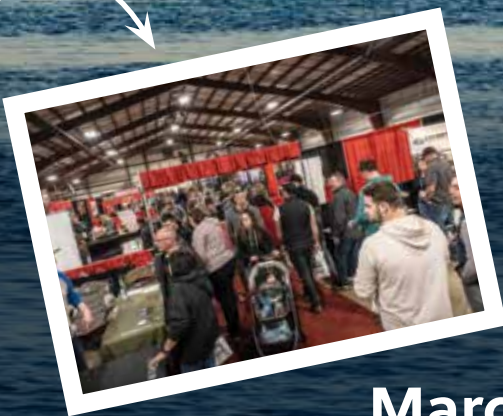
A fresh approach at doing business in the outdoor industry!



2027 Exhibitor Application

Welcome Letter | Our Audience
Application Forms | Exhibitor Info

Your
Booth
Here



March 12-14, 2027

Friday 10am-6pm | Saturday 10am-6pm | Sunday 10am-4pm

- BROUGHT TO YOU BY -



BOOK NOW TO SECURE A SPOT IN 2027

We're back with the 6th annual BC Outdoors Show at Chilliwack Heritage Park



"This years show was amazing all around. A welcomed diverse selection of vendors and a responsive attendance of happy visitors. Not one negative comment heard. Next year should be even better..."

Fred Helmer, Fred's Custom Tackle



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.

2027 BC OUTDOORS SHOW AGENDA



Show dates: March 12-14

Thursday March 11, 2027

Move in time will be provided the week before the show
based on booth location

Chilliwack Heritage Park
Exhibitor lounge open all day
(coffee, water, refreshment)

Friday March 12

10am-6pm

Saturday March 13

10am-6pm

Exhibitor appreciation
VIP night 6:30

Sunday March 14

10am-4pm

Move Out — starts at 4pm All
out by 8am Monday March 14

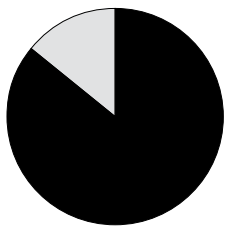


Follow us for updates & highlights @bcoutdoorsshow @

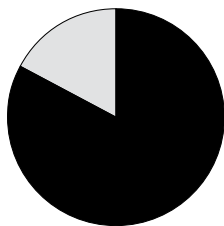


Our iconic brands **BC Outdoors** and **Pacific Yachting** have been around for 60-plus years and we have a loyal following. **Sportsman Channel** is the best hunting and fishing channel in Canada. The marketing and media coverage alone is unlike any other show out there.

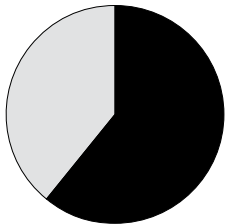
OUR AUDIENCE



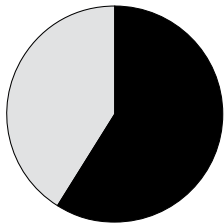
86% FISH



83% HUNT



61% SPORT SHOOT



59% OWN POWER BOATS

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

Social:

Shared posts on exhibitors, influencers and brand platforms

Radio:

CFOX, Rock 101, COUNTRY 105, STAR, JACK, SPORTSNET, NEWS1130, KISM 92.9

Posters:

retailers, vendors and shops around the Fraser Valley

Digital:

Chilliwack BIV, social ads on BC Outdoors Show, BC Outdoors, Sportsman Channel, Outdoor Canada

Direct mail:

advance ticket offers mailed and emailed to all subscribers of our magazines

Print:

Chilliwack Progress, BC Outdoors, Pacific Yachting, BC Magazine, Outdoor Canada

Specials:

outdoors organizations and retailers \$5 off special

TV:

Sportsman Channel, Sportsnet, Chek TV

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



"River Wrangler has been a part of the BC Outdoors Show since year one, every year we look forward to the show and reuniting with the staff and other exhibitors. We appreciate the way the show is run in an organized fashion it makes it so easy for us to be a part of it yearly. Getting together with so many like minded people in our outdoor community is so great! We look forward to next year!"

Brandyn Desjarlais, River Wrangler Sportfishing



Swellfish has had an amazing time at the BC Outdoor Show, which is one of our favorite events to attend! We've been a vendor since the very first year, and we're always impressed by the enthusiastic team that continues to grow and improve the show. You can really see that success in the fantastic vendors who join us and the ever-growing number of attendees each year. We can't wait to be a vendor at future shows!

Kristofer Varga, Swellfish

Follow us for updates & highlights @bcoutdoorsshow



EXHIBITOR BOOTH CONTRACT

BC OUTDOORS SHOW

March 12, 13, 14, 2027
Chilliwack Heritage Park

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

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

CONTACT INFORMATION

Company Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ Province/State: _____ Postal Code: _____

Email: _____ Phone: (____) _____ Cell: (____) _____

Website: _____ Social Tags: _____

APPLY ONLINE bcoutdoorsshow.com/application

BUSINESS DETAILS

ARCHERY

ASSOCIATIONS/NON PROFIT

ATVs

CAMPING/SURVIVAL GEAR

EDUCATION/TRAINING

FOOD/BEVERAGE

FIREARMS

FISHING

HUNTING

LODGE/RESORTS

MANUFACTURER

OPTICS

OUTFITTERS

RETAILERS

TOURISM

TRAPPING

OTHER: _____

Products displayed: _____

Brand names of products: _____

PRICING FOR THE 2027

BC OUTDOORS EXHIBITORS!

10X10 Basic BOOTH SPACE — \$1,200 +tax

10x20 BOOTH SPACE — \$2,050 +tax

10X30 BOOTH SPACE — \$2,800 +tax

10X40 BOOTH SPACE — \$3,550 +tax

DELUXE BOOTH SPACE

Includes, power, a table and two chairs

10x10 DELUXE* BOOTH SPACE — \$1,550 +tax

10x20 DELUXE* BOOTH SPACE — \$2,400 +tax

10x30 DELUXE* BOOTH SPACE — \$3,200 +tax

10x40 DELUXE* BOOTH SPACE — \$4,100 +tax

PREMIUM SOLID WALL SPACE

Limited number of booths available

15X10 Basic BOOTH SPACE — \$1,500 +tax

15x20 BOOTH SPACE — \$2,350 +tax

15X30 BOOTH SPACE — \$3,200 +tax

15X40 BOOTH SPACE — \$4,050 +tax

PREMIUM SOLID WALL DELUXE BOOTH SPACE

Includes, power, a table and two chairs

10x15 DELUXE* BOOTH SPACE — \$1,850 +tax

15x20 DELUXE* BOOTH SPACE — \$2,700 +tax

15x30 DELUXE* BOOTH SPACE — \$3,550 +tax

15x40 DELUXE* BOOTH SPACE — \$4,400 +tax

BULK SPACE

• Bulk is \$2.50/sq foot starting at 20X65 and going up in increments of 10 feet to as big as 70X65.

• **Bulk Carpet** (15x30): \$500 each (limited availability)

Requested Size: _____

**Table, chairs and power need to be ordered through our service provider, details sent closer to show date.*

*** Talk to your sales rep about our non-profit rates.*

PAYMENT METHOD

Cheque — Made payable to Outdoor Group Media (mailing address above)

Credit Card (Authorization Form Attached)

Credit Card by Phone — Call me at: _____

PAYMENT TERMS

• Early bird bookings deposits due by October 1st

• 50% deposit required at time of booking

• Balance due by February 1, 2027



CREDIT CARD AUTHORIZATION FORM

BC OUTDOORS SHOW
March 12, 13, 14, 2027
Chilliwack Heritage Park

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

- BROUGHT TO YOU BY -



PAYMENT DETAILS

Booth Amount: \$ _____

GST (5%): \$ _____

Total Payment: \$ _____

CREDIT CARD INFORMATION

Name on Card: _____

Card Number: _____

Expiry Date (MM/YY): _____ CVC Code: _____

- Send receipt to email above
- Same as application contact email

AUTHORIZATION

I authorize Outdoor Group Media / BC Outdoors Show to process the above transaction using the credit card details provided.

Cardholder Signature: _____

Date: _____

SUBMISSION INSTRUCTIONS

Please submit this completed form along with your application to: coordinator@outdoorgroupmedia.com

CANCELLATION POLICY

- Cancellations before February 15, 2027:
Eligible for refund minus \$200 processing fee
- Cancellations after February 28, 2027:
50% of total fee forfeited.
- Cancellations after March 1, 2027:
No refunds

INTERNAL USE ONLY

Deposit Paid: Yes No Paid in Full: Yes No

Sales Rep: _____

Date Processed: _____

Notes: _____

ADDITIONAL ADVERTISING INCLUDED IF:

Nov 1, 2026 to have complimentary advertising in *BC Outdoors* Jan/Feb & Mar/April issue
OR Jan 19, 2027 to have complimentary advertising in *BC Outdoors* Mar/April