🎯 BC Sportsmen’s Show Media Kit

March 6–8, 2026 | Tradex, Abbotsford, BC

As an exhibitor or sponsor at the BC Sportsmen’s Show, you’ll have a fantastic opportunity to spotlight your brand, products, and services in front of a passionate crowd of outdoor adventurers, hunters, anglers, and recreational enthusiasts. And your connection with them starts long before the show floor opens!

Promoting your participation is a great way to build buzz and drive engagement. We encourage you to incorporate our official logo and event assets into your digital marketing leading up to—and during—the event. We’ve made it easy with a collection of ready-to-use social media posts, graphics, and branding tools to help maximize your exposure.

📝 Sample Posts

Personalize these suggestions or craft your own unique message!

For Exhibitors:

🌲 Get ready for adventure at the BC Sportsmen's Show—the ultimate event for hunters, anglers, and outdoor lovers! Meet the (COMPANY NAME) crew at booth #(BOOTH#) and explore our latest gear, gadgets, and outdoor innovations. We'll be at Tradex in Abbotsford, BC from March 6–8, 2026—don’t miss it! 🎯

Buy Tickets here: https://www.bcsportsmenshow.ca/[tickets]

🎣 **Fishing-Focused Exhibitor Post**

 Drop a line and reel in adventure at the **BC Sportsmen's Show**! 🎣 Visit **(COMPANY NAME)** at **booth #(BOOTH#)** to discover our newest rods, reels, tackle, and tech for serious anglers and weekend warriors alike. Whether you're casting in saltwater or fly fishing the Fraser, we’ve got the gear to hook your next big catch.

 🗓️ **March 6–8, 2026** | 📍 **Tradex, Abbotsford**

 🎟️ Get your tickets: https://www.bcsportsmenshow.ca/[tickets]

🦌 **Hunting-Focused Exhibitor Post**

 Calling all hunters! 🦌 Join **(COMPANY NAME)** at **booth #(BOOTH#)** during the **BC Sportsmen's Show** for a firsthand look at our premium gear—rifle accessories, camouflage apparel, trail cams, and more. Whether you’re tracking elk or gearing up for waterfowl season, we’ll get you field-ready!

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 🎟️ Learn more: https://www.bcsportsmenshow.ca/[tickets]

🚤 **Boating-Focused Exhibitor Post**

 Get ready to launch into spring at the **BC Sportsmen's Show**! 🚤 Swing by **(COMPANY NAME)** at **booth #(BOOTH#)** to explore our latest watercraft, motors, and marine accessories. From lake cruising to ocean adventures, we’ll help you set sail in style.

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 🎫 Don’t miss the boat: https://www.bcsportsmenshow.ca/[tickets]

Let me know if you'd like these adapted for Instagram, LinkedIn, or email format too—I can tailor them by platform or tone!

For Sponsors:

🦌 We’re thrilled to be a sponsor of the BC Sportsmen’s Show—British Columbia’s premier outdoor adventure expo! Join (COMPANY NAME) at Tradex, Abbotsford, from March 6–8, 2026, and experience a weekend packed with exploration, excitement, and all things outdoors.

Tickets & info: https://www.bcsportsmenshow.ca/[tickets]

📣 Relevant Hashtags

Update your social posts with these hashtags to stay in the conversation:

- #BCSportsmensShow

- #ExploreBCOutdoors

- #Tradex2026

- #OutdoorAdventureBC

- #HuntingAndFishingBC

- #SportsmenLife

- #BCOutdoorExpo

- #WesternCanadaOutdoors

- #AbbotsfordEvents

- #GetOutsideBC