**Media Kit**

As an exhibitor or sponsor at the **Calgary Boat & Outdoor Show**, you have a fantastic opportunity to spotlight your brand, products, and services in front of a passionate audience of boating enthusiasts, outdoor adventurers, anglers, and sportsmen. 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 **Calgary Boat & Outdoor Show**, the ultimate event for boaters, anglers, hunters, and outdoor lovers! Meet the (COMPANY NAME) crew at booth (BOOTH#) and check out our latest gear, gadgets, and outdoor innovations. We'll be at the **BMO Centre at Calgary Stampede Park**, from **February 20–22, 2026** — don’t miss the action!

Buy Tickets here: www.calgaryboatandoutdoorshow.ca/[tickets]

🎣 **Fishing-Focused Exhibitor Post**

 Drop a line and dive into the **Calgary Boat & Outdoor Show**! 🎣 Join **(COMPANY NAME)** at **booth #(BOOTH#)** to check out our latest rods, reels, tackle, and must-have gear for every angler—from fly fishers to big lake chasers. Whether you're new to fishing or a seasoned pro, we've got what you need to make your next trip a success.

 🗓️ **February 20–22, 2026** | 📍 **BMO Centre at Calgary Stampede Park**

 🎟️ Tickets: www.calgaryboatandoutdoorshow.ca/[tickets]

🦌 **Hunting-Focused Exhibitor Post**

 Hunters, gear up! 🦌 Catch **(COMPANY NAME)** at **booth #(BOOTH#)** during the **Calgary Boat & Outdoor Show** and explore a wide range of premium hunting essentials—from optics and camo to field gear and accessories. Come connect with the outdoor community and get ready for your next big pursuit.

 🗓️ **February 20–22, 2026** | 📍 **BMO Centre at Calgary Stampede Park**

 🔗 Learn more: www.calgaryboatandoutdoorshow.ca/[features]

🚤 **Boating-Focused Exhibitor Post**

 All aboard for the **Calgary Boat & Outdoor Show**! 🚤 Stop by **(COMPANY NAME)** at **booth #(BOOTH#)** and explore the newest boats, marine tech, motors, and accessories. Whether you’re navigating the Bow or heading for a coastal getaway, we’ll help you cruise in style.

 🗓️ **February 20–22, 2026** | 📍 **BMO Centre at Calgary Stampede Park**

 🎫 Don’t miss the launch: www.calgaryboatandoutdoorshow.ca/[tickets]

If you’d like Instagram-ready versions or branded templates to match, I can help with that too!

**For Sponsors:**

 We’re thrilled to be a sponsor of the **Calgary Boat & Outdoor Show**—Western Canada’s premier event for outdoor adventure, boating, and recreational lifestyles! Join (COMPANY NAME) at the **BMO Centre in Calgary**, February 20–22, 2026, and be part of a weekend packed with exploration, excitement, and all things outdoors.

Tickets and info: www.calgaryboatandoutdoorshow.ca/[tickets]

📣 Relevant Hashtags:

#CBOS2026 #CalgaryBoatShow #BoatAndOutdoorShow #ExploreOutdoors #BoatingLife #FishingGear #HuntingAndOutdoors #OutdoorCanada #WesternCanadaAdventures #CalgaryEvents #BMOCentre2026 #CalgaryOutdoorShow #WesternCanadaOutdoors #HuntingAndFishingExpo #YYCAdventure #AlbertaOutdoors #SportsmenLife #ExploreCalgaryOutdoors