

HALIFAX INTERNATIONAL BOAT SHOW

FEBRUARY 5 - 8
2026 HEC HALIFAX EXHIBITION CENTRE
www.HalifaxBoatShow.ca

Be part of the ultimate celebration of boating and maritime lifestyle in Atlantic Canada. The **Halifax International Boat Show** draws over **7,500** attendees who are passionate boaters, paddlers, marinas and outdoor enthusiasts ready to explore, engage, and invest in their next trip on the water.

As a sponsor, your brand will be front and center at the region's most anticipated marine event—aligned with top boating and marine brands, showcased alongside the latest boats, engines, electronics, and accessories. From family cruisers to fishing boats and luxury yachts, this event connects your business directly with an audience that lives and breathes life on the water.

Sponsorship isn't just visibility—it's meaningful engagement with qualified buyers, loyal attendees, and industry leaders who return year after year.

MEET OUR AUDIENCE

- 77%** of Attendees are boat owners
- 45%** of Attendees say they attend the show annually.
- 85%** Attend with a Spouse/Partner or Friend
- 88%** Would return to the show.
- 65%** Male
- 35%** Female
- 27%** Are under the age of 45.

OUR FOLLOWERS

SOCIAL MEDIA	Over 5,400 followers
NEWSLETTER SUBSCRIBERS	Over 7,100 subscribers
WEBSITE VISITORS	22,000 Visitors Nov-Feb
EXHIBITORS	110 Annually

**POSITION YOUR BRAND
WHERE PASSION MEETS PURCHASE.**

**MARKETPLACE
EVENTS**

2026 SPONSORSHIP OPPORTUNITIES

HALIFAX
INTERNATIONAL
BOAT SHOW

ENTRANCE / EXIT SPONSOR

\$3,500 / 1 Available

Stand out where it matters most! Maximize visibility as attendees enter and exit the show —distribute materials, offer samples, run contests, and connect with thousands at the prime points of engagement.

Unique Benefits Include:

- ✓ Archway at the entrance with your branding
- ✓ Unique Signage Specific to your sponsorship
- ✓ 20 Complimentary Tickets
- ✓ Company branding on website
- ✓ Company branding on our social media posts
- ✓ On-site activation opportunity.

LANYARD SPONSOR

\$1,000 (*Sponsor Provides Lanyards*)

\$2,500 (*Show Provides Lanyards*)

1 Available

Be seen everywhere! 500 branded lanyards worn by exhibitors and staff to keep your brand front and center during every handshake, meeting, and connection.

Unique Benefits Include:

- ✓ Web Ad
- ✓ Opportunity to place a banner at the show
- ✓ Opportunity to distribute printed material
- ✓ 50 / 20 Complimentary Tickets

ONLINE TICKET SPONSOR

\$1,500 / 1 Available

Your brand, their first impression. Feature your logo on every online ticket purchased, giving your company visibility before attendees even step through the door.

Unique Benefits Include:

- ✓ Unique Signage Specific to your sponsorship
- ✓ 20 Complimentary Tickets
- ✓ Company branding on ticketing website
- ✓ Logo on social media posts for ticket sales



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2026 SPONSORSHIP OPPORTUNITIES

HALIFAX
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SPONSOR A DAY AT THE STAGE

\$650 / 3 Available

Own the spotlight! Your brand will shine as the backdrop for a day at our seminar stage, hosting top experts in boating, paddling, conservation, and during the show.

Unique Benefits Include:

- ✓ Web Ad
- ✓ Opportunity to place a banner at the show
- ✓ Opportunity to distribute printed material
- ✓ Speaking / EMCEE Opportunity
- ✓ 50 / 20 Complimentary Tickets

KIDS ACTIVITY ZONE SPONSOR

\$1,500 / 2 Available

Inspire the next generation! Align your brand with fun, energy, and discovery while families explore and engage with interactive boating activities. Put your brand front-and-centre for this year's activity zone.

Unique Benefits Include:

- ✓ Web Ad
- ✓ Opportunity to place a banner at the show
- ✓ Opportunity to distribute printed material
- ✓ 50 / 20 Complimentary Tickets



2026 SPONSORSHIP OPPORTUNITIES

HALIFAX
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EXHIBITOR MORNING BREW

\$700 / 4 Available

Fuel the day (and your brand recognition)! Provide coffee and snacks for exhibitors as they network and prepare for a successful day of sales—your brand takes centre stage as they start the morning.

Unique Benefits Include:

- ✓ Unique Signage Specific to your sponsorship
- ✓ Opportunity to place a banner
- ✓ 20 Complimentary Tickets
- ✓ Opportunity to distribute printed material

HAT DAY SPONSOR

\$500 + *Sponsor Provides Hats*
4 Available

Kick off the show in style! 500 branded hats handed directly to attendees as they arrive, turning them into walking ambassadors for your brand all day long.

Unique Benefits Include:

- ✓ Opportunity to place a banner
- ✓ 20 Complimentary Tickets

ELEVATE YOUR BRAND!

SOCIAL MEDIA PACKAGE

\$750 / 3 Available

Stand out with premium exposure to our audience and exhibitors. Drive engagement and brand recognition.

INCLUDES:

- 1 Website Ad
- 2 Facebook/Instagram Feed Posts
- 2 Story Posts

FLOOR DECAL PACKAGE

\$600 / 3 Available

Direct your audience to your booth right from the start!

INCLUDES: 10 Directional Decals with your logo and booth number.

CONTACT US TO LEARN MORE:



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MARKETPLACE
EVENTS