



November 1-3, 2002 • Lansdowne Park, Ottawa

EXHIBITOR PROSPECTUS

The National Capital Region's Ultimate Snow Show

The **Ottawa Ski, Snowboard & Travel Show**, November 1-3, 2002 at Lansdowne Park in Ottawa, is the established main event for industry vendors, ski clubs, apparel manufacturers and skiers in Eastern Ontario, and the kick-off event of the ski season. For thousands of enthusiasts who attend annually, the Ottawa Ski, Snowboard & Travel Show features exhibits and entertainment tailored to suit their growing appetite for winter sports.

Building on Success

The 2001 show was one of the most successful in many years. Our attendee response to on-site surveys indicated an **approval rating of 94%**, with 70% of attendees rating the show "Very Good" to "Excellent", and an additional 24% rating of "Good". That's a phenomenal satisfaction rate, and indicates a great response to the show's features and exhibits.

In terms of attendance, the 2001 show saw a **25% increase in attendees** over the previous year. With new features and attractions planned for 2002, we fully expect this upward trend to continue.

In 2001 we included more entertainment, a larger representation from the snowboarding industry and a new focus on adventure sports. The positive response from attendees demonstrates that the event is on the right track.

What's in Store for 2002?

Plans for 2002 are already underway. Here are just a few event features:

- New in 2002 — the X-Tent. Adjoining the main exhibit hall, the X-Tent will offer ongoing demo's by pro skateboarders, along with other activities, including a beer garden.
- We've got even more focus on lifestyles, entertainment and product.
- The Adventure Zone is back! First introduced last year, this feature offers displays, demos and product that reflect the growing interest in adventure sports. The area will feature a climbing wall for attendees.
- There's more to come — news and announcements will follow in the coming weeks.



Outstanding Sponsorship Opportunities

We're currently in the process of securing media partners for our major print, radio and tv campaign, as well as other sponsors for this year's show. Now is the time to get on board with a sponsorship — call us for information on the following high profile sponsorships, or let us build a custom package to suit your needs.

- Presenting Sponsor
 - X-Tent Sponsor
- Adventure Area Sponsor
- Travel Feature Sponsor
- Ski Feature Sponsor
 - Gate Sponsor

Reserve Your Exhibit Space Today!

Ottawa boasts an ideal market for a winter sports demonstration and buying event. Kick-start your ski season sales before your competition and meet thousands of potential customers all in one place at one time. Reserve today to guarantee optimum placement on the Show floor and position your company to succeed in the main ski, snowboard and travel event in Eastern Ontario.

Call Mike Ketcheson at (613) 230-8699, ext. 2260 to reserve your exhibit space today.

2002 Exhibit Information

Booth Size

- 10' wide x 10' deep (any multiple may be booked)

Your Investment

- \$1,095 per booth plus GST (add \$100 for corner booth)

Free Services Included

- Attractive 8' high back drapes
- Aisle carpeting
- Material handling and crate storage
- Comprehensive exhibitor services
- 24-hour professional security

Location

- Coliseum, Lansdowne Park, Ottawa, Canada

Show Dates

- November 1, 2 and 3, 2002

Customs

- The show site is a bonded warehouse. You can ship duty free from outside Canada.

Space is limited. For a prime location, book today.

- An early selection means a wider choice of prime locations. Assignment of exhibit space is based on the date that your contract is received. Forward your completed contract to:

Ottawa Ski, Snowboard & Travel Show

1686 Woodward Drive, Ottawa ON K2C 3R8

Phone: (613) 786-2619 Fax: (613) 230-1554 Email: events@inbusinessmedia.com



**Call Mike Ketcheson at (613)
230-8699, ext. 2260 for more
information on exhibiting in
or sponsoring the 2002
Ottawa Ski, Snowboard &
Travel Show!**