



NAUTISME QUÉBEC

MONTREAL
INTERNATIONAL



BOAT SHOW
23rd EDITION

FEBRUARY
8 TO 11
2024

I'M ON BOARD!

WHERE ALL BOATING DREAMS COME TRUE!

EXHIBITION PRESENTATION

IN COLLABORATION WITH





WELCOME ABOARD!

The Montreal International Boat Show celebrates its 23rd edition in a marine and festive atmosphere. This year, Nautisme Québec – promoter of the show – brings a change of scenery for this new show: it features a new nautical theme with waves, sea and river! Visitors will be swept away by the wave of new visuals and background music as soon as they arrive. They'll climb aboard and then sail from one stream to another to visit your new products, under the theme "All aboard"! Don't be shy about decorating your booth with theme-related elements.

The MIBS gives you unrivalled visibility thanks to its location in the heart of Canada's 2nd largest city: Montreal! It attracts an enthusiastic clientele, eager to discover your innovations and new products in the world of pleasure craft. Thousands of tech-savvies and visitors passionate about

boating technology, both on a practical and aspirational levels, come from across Quebec, Ontario, and the Maritimes, offering you an exceptional opportunity to expand your customer base.

What's more, this year we're offering all our exhibitors free training in "How to triple your exhibition results". A 2-hour training course specially designed for exhibitors, with topics such as: what objectives to set and how to calculate return on investment (ROI), how to design an attractive booth and use it effectively, how to improve your sales pitch, are just a taste of what's in store. Our goal: your success.

Come on board with us and reserve your booth today!

The Montreal International Boat Show (MIBS) is the largest of its kind in Eastern Canada. It is the perfect place to showcase your new products. The Show serves as a key hub for any campaign targeting new product launches, marketing boat, and related services.



On the program in 2024!

TOURS AND PAVILIONS:

offered to visitors encouraging them to visit all booths by theme.

INNOVATIONS:

specially highlighted

DISCOVERY ZONES:

conferences, workshops, tastings a themed menu featuring Quebec maritime products

MARKET PLACE:

relocated and even more diversified

MARINAS:

attractive new locations

FAMILY AREA:

activities and entertainment

EXCITING CONTESTS

EXCLUSIVE EVENING:

for exhibitors

Ah! ah!

And the braves of your team will be in the spotlight. Surprise!



THE MONTREAL INTERNATIONAL BOAT SHOW IN NUMBERS in numbers

- 200,000 square feet
- Over 200 watercrafts
- Over 100 exhibitors
- Thousands of visitors



EVENT PROMOTION

Radio and television advertising campaign

Promotional campaign on social networks

Specialized media management firm to maximize media coverage

Publications in Nautisme Québec newsletters

Contests

A personalized media kit will be available so that you can invite all your customers via your social networks, websites, newsletters, ...

Inform your customers now!

salondubateau.com

AGENDA :

SET-UP: from Sunday, February 4
to Wednesday, February 7 8 p.m.

SHOW : Thursday, February 8
to Sunday, February 11

DISMANTLING : Sunday, February 11 to
Monday, February 12 at 11 p.m.

WHEN:

February 8 to 11, 2024

WHERE:

Palais des congrès de Montréal

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My company will be present at
Quebec's biggest watercraft event!

PRICE LIST

SPACE REQUESTED	MEMBER OF THE ALLIANCE DE L'INDUSTRIE NAUTIQUE DU QUÉBEC*	
	PRE-SALE before October 31, 2023**	REGULAR from November 1, 2023
0 to 499 ft ²	\$15,00 / ft ²	\$16,95 / ft ²
500 to 1 500 ft ²	\$8,95 / ft ²	\$9,55 / ft ²
1501 ft ² and more	\$8,65 / ft ²	\$9,25 / ft ²
MARKETPLACE Stand 10'x10' including carpet, back curtain, counter with fascia	\$1595	\$1695
MARINA, TOURISM, ACTIVIES AND EXHIBITORS Stand 10'x10' including carpet, back curtain, counter with fascia	\$1595	\$1695
ASSOCIATION, FEDERATION, NGO, SCHOOL (without boat sales activities)	\$595	\$650

First 50% payment of reservation, final 50% payment by December 8, 2023

* To reserve booth space at the exhibition, organizations must be corporate members of the Alliance de l'industrie nautique du Québec. [To become a member or renew membership](#)

**The first payment must be received before October 31, 2023 to benefit from the pre-sale rat

Note : Exhibitors are responsible for all handling charges.

CONTACTS

For information and reservations

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Become a member of the
Alliance de l'industrie nautique
du Québec – Nautisme Québec

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