



THE **MOTORCYCLE**
AND POWERSPORT SHOWS

CANADA's SHOW20 ROOM26

Feel the FREEDOM!



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Sponsorship Opportunities

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ABOUT US

THE MOTORCYCLE AND POWERSPORT SHOWS attract **over 165,000 visitors** each and every year, making them unrivaled in their popularity. If you sell motorcycles, riding gear or related services, and you want to access this impressive audience, you need to be part of the 2026 shows!

2026 SHOWS

VANCOUVER

JAN 16-18

TRADEX IN ABBOTSFORD

CALGARY

JAN 30-FEB 1

BMO CENTRE, STAMPEDE PARK

TORONTO

FEB 20-22

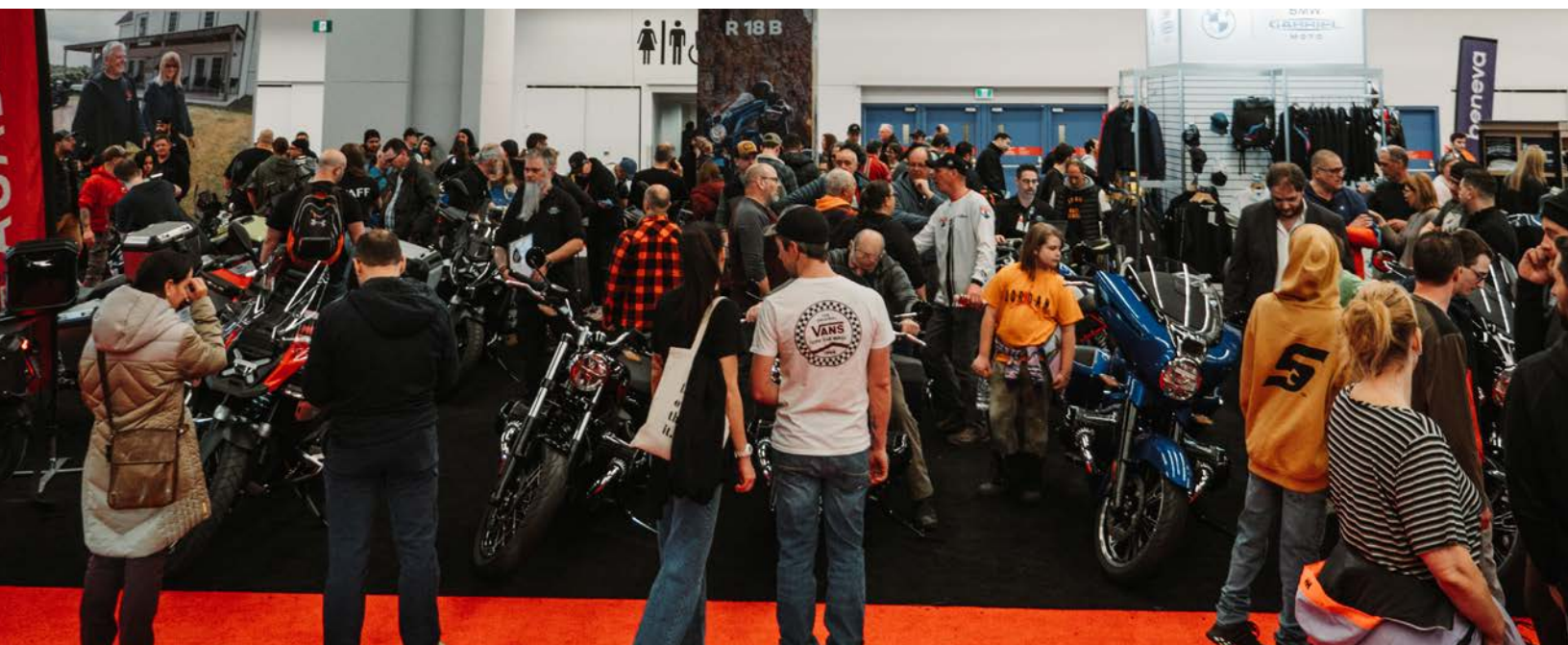
ENERCARE CENTRE, EXHIBITION PLACE

MONTRÉAL

FEB 27-MAR 1

PALAIS DES CONGRÈS DE MONTRÉAL

Every year, riders and future riders attend **THE MOTORCYCLE AND POWERSPORT SHOWS** to get their fix of two-wheel, three-wheel and four-wheel action and interaction. These attendees are affluent, ready to buy and passionate about the riding lifestyle. And best of all, they are coming to the show to discover new products and services. They are coming to find you!



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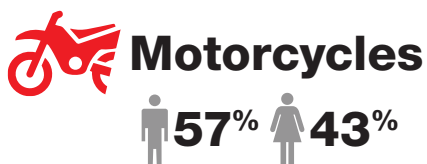
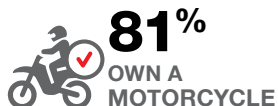
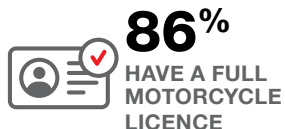




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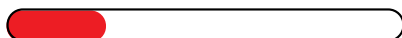
VISITOR PROFILE



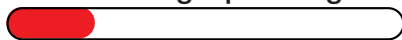
48% Avid Riders



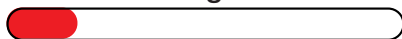
17% Occasional Riders



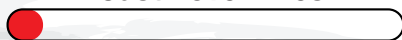
15% Taking Up Riding



13% Passengers



7% Just Love Bikes



38
AVERAGE AGE
OF ATTENDEES

\$150K
AVERAGE ANNUAL
HOUSEHOLD INCOME

\$630M
SPENT ON ALL TERRAIN
VEHICLES & ACCESSORIES



MANUFACTURER SUPPORT



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MEDIA CAMPAIGN

Paid Advertising

THE MOTORCYCLE AND POWERSPORT SHOWS are actively promoted through a multi-channel advertising campaign in mainstream, community and industry media including print; radio; TV; web; email; online and social media channels.

Our national media spend totals more than \$500,000!



Digital & Social Media Reach

TOTAL IMPRESSIONS

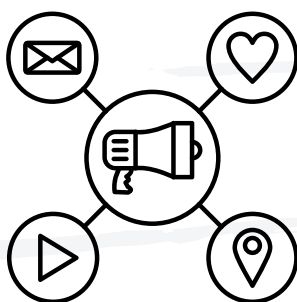
38,855,712

Organic
3,177,477

Viral
3,372,800

Paid
32,305,435

Programmatic Display
17,412,361



Social Conversations
1,046,456

Native
2,607,783

Pre-Roll
1,328,323

Programmatic Video
2,170,894

*The SPONSOR benefits from direct brand inclusion
in all paid advertising campaigns.*

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SPONSORSHIP

Show Title Sponsor

Becoming the Show Title Sponsor of The Motorcycle and Powersport Shows is the most effective way to establish your brand as a leader in Canada's motorcycle market. This exclusive position offers unmatched visibility and direct access to the largest and most engaged powersports audience in the country.

SOLD

Onsite

- Exclusive naming rights to the event ("Presented By").
- Booth space in prime location at the event.
- Opportunity to distribute branded merchandise or literature to attendees.
- Fifty (50) Complimentary VIP passes for company representatives.
- Customized activation opportunities tailored to sponsor's goals.
- Prominent logo placement on all marketing materials, including posters, onsite signage and flyers.

Online

- Prominent logo placement on all online presence, including show web site, digital ads and social media posts.
- Recognition as the Show Sponsor in all press releases and media coverage.
- Three (3) dedicated social media shout-outs / mentions leading up to and during the event.
- Logo on Sponsors page of the show's website as 'Show Sponsor'.



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Sponsorship Opportunities

SPONSORSHIP (continued)

EXPLR Adventure Riding Sponsor

Become the sponsor of the EXPLR Zone, a growing area within our shows dedicated to adventure riding. Featuring adventure tours, top-tier gear, and engaging presentations, this zone attracts a passionate audience of explorers. By sponsoring, you'll enhance your brand visibility and connect with a thriving, adventure-focused community.



Onsite

- Complimentary 10'x10' (100 sq ft) booth in the EXPLR exhibit area.
- Ten (10) Complimentary VIP Visitor Passes.
- Logo placement on main stage backdrop.
- Verbal recognition during main stage events and performances.
- Opportunity to display branded banners or signage near the main stage area.
- Speaking / Presentation times during the show.
- VIP seating for company representatives during main stage events.

Online

- Logo placement on web site as the EXPLR Adventure Riding Sponsor.
- Acknowledgement in event programs and schedules.
- Two (2) dedicated social media promotions highlighting sponsorship of main stage activities.
- Logo on the Sponsors' page of the show's website.





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SPONSORSHIP (continued)

Custom Bike Build-Off Sponsor Nation-Wide Challenge

Sponsor the Custom Bike Build-Off Challenge across Vancouver, Calgary, Toronto, and Montreal for powerful brand exposure. Gain visibility through national social media, online voting, and onsite presence—before, during, and after the shows—while engaging directly with Canada's passionate motorcycle community.

Onsite

- Recognition as the official sponsor of the Custom Bike Build-Off (via signage and live mentions at the event).
- VIP access to She Rides networking events where applicable.
- Logo inclusion on all competition materials (printed).
- A prize giveaway is required for the contest.

Online

- Logo inclusion on all contest related promotional materials (digital).
- Inclusion in press releases and media coverage.
- Four (4) social media spotlights / mentions on contest activities as a sponsor.
- Logo on the Sponsors' page of the show's website.



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Sponsorship Opportunities

SPONSORSHIP (continued)

NEW NON-CURRENT MODELS Sales Zone

Where visitors find sweet deals!

Sponsor the New Non-Current Sales Zone and connect with eager, purchase-ready riders seeking deals on NEW models from previous-years. This high-traffic, sales-driven area offers prime visibility and positions your brand at the heart of the show's most commercially active space.

Onsite

- Sponsor logo on all Non-Current Sales Zone signage.
- Opportunity to display your products in or near the zone.
- Branded activation space to engage attendees.
- Sponsor mentions over the show's PA system.
- Logo placement on printed and digital show maps.
- Promote exclusive sponsor offers tied to zone purchases.
- Collect leads from attendees through contests or sign-ups.

Online

- Featured in pre-show promotional emails.
- Logo and recognition on the official show website.
- Inclusion in press releases and media coverage
- Four (4) social media spotlights / mentions promoting the sales zone, pre-event and during event.



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SPONSORSHIP (continued)

SHE RIDES NIGHT! Sponsor

A celebration in every city of women who ride, with discounted admission on Friday nights — offering sponsors a unique opportunity to align with and support the growing community of female motorcyclists while boosting brand visibility among a diverse and influential audience.

Onsite

- Recognition as the official sponsor of the She Rides Night (via signage and live mentions at the event).
- VIP access to She Rides Night networking events where applicable.
- Logo inclusion on all She Rides Night promotional materials (printed).
- A prize giveaway is required for the She Rides Night raffle.

Online

- Logo inclusion on all She Rides Night promotional materials (digital)
- Inclusion in press releases and media coverage promoting this feature.
- Four (4) social media spotlights / mentions on She Rides Night activities and sponsor.
- Logo on the Sponsors' page of the show's website.



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Sponsorship Opportunities

SPONSORSHIP (continued)

ATV Zone–Sponsor (Calgary only)

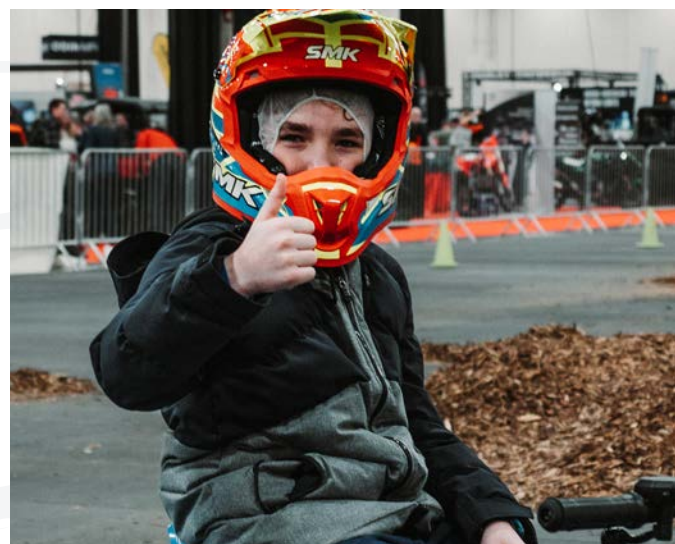
Sponsoring the ATV Zone at the motorcycle show in Calgary provides brands direct access to outdoor enthusiasts through interactive demos, boosting visibility and customer loyalty by demonstrating key ATV skills for all ages.

Onsite

- Exclusive sponsorship of the ATV Zone area.
- Complimentary 10'x10' (100 sq ft) Booth near the ATV Zone.
- Five (5) Complimentary VIP Visitor Passes.
- Logo placement on ATV Zone signage and promotional materials.
- Opportunity to showcase ATV-related products or services in designated area.
- Inclusion in ATV World press releases and media coverage.

Online

- Social media promotional ads targeting ATV enthusiasts.
- Logo displayed on the Sponsors' page of the show's website.



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SPONSORSHIP (continued)

Free Parking Sponsor

Be the exclusive Free Parking Title Sponsor and gain high-impact visibility from the moment riders arrive. Your brand will be featured on signage, entry points, and the welcome area—positioning you as a supporter of rider convenience and hospitality.

Onsite

- Exclusive sponsorship of the FREE PARKING period at the event.
- Logo inclusion on all parking signage and maps.
- Complimentary 10'x10' (100 sq ft) Booth during the event at a mutually agreed upon location.
- Five (5) VIP Visitor Passes.
- Opportunity to distribute branded parking passes or coupons.
- Recognition in event communications related to parking arrangements.

Online

- Social media promotion of free parking sponsored by the company.
- Logo inclusion on the sponsor page of the show web site.

School Day Sponsor

Be the exclusive sponsor of School Day Friday and showcase your brand as a leader in youth engagement. Support student access to the show, foster industry connections, and help shape the next generation of professionals in transportation and powersports.

Onsite

- Recognition as sponsor of School Day Friday.
- Logo placement on School Day Friday promotional materials.
- Complimentary 10'x10' (100 sq ft) booth in the exhibit hall.
- Ten (10) VIP Visitor Passes.
- Opportunity to provide educational materials or activities for participating schools.
- Recognition in event programs and announcements related to the initiative.
- Social media promotional ads targeting schools, educators, and students.

Online

- Inclusion in social media posts promoting School Day Friday.
- Logo inclusion on the sponsor page of the show web site.

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Sponsorship Opportunities

SPONSORSHIP (continued)

Hospitality Sponsorship Packages

Hospitality Sponsorships offer prime brand exposure through naming rights, signage, and promotions in key areas: host hotel, beer garden, and food court.

Hotel Advertising Sponsor

Onsite

- Recognition on the event website and in event materials.
- Social media promotion of sponsor's presence in the event hotel.

Online

- Exclusive advertising rights within the event hotel and hotel rooms.
- Branded signage or banners in hotel lobby and common areas.
- In-room promotional materials.
- Reserved room block for sponsor's team and guests.

Food Court Sponsor

Onsite

- One (1) social media post highlighting food court sponsorship.
- Inclusion in press releases and related media coverage.
- Recognition in event programs and schedules.

Online

- Naming rights to the food court.
- Logo on all food court signage (banners, table cards).
- Branded napkins (supplied by sponsor).
- Product/service showcasing via food vendors or sampling stations.
- Customized activations.
- Collaboration with vendors on special branded menu items or promos.

Beer Garden Sponsor (Montreal)

Onsite

- Two (2) social media posts highlighting Beer Garden sponsorship.
- Inclusion in press releases and related media coverage.
- Recognition in event programs and schedules.

Online

- Exclusive naming rights to the Beer Garden.
- Logo on all Beer Garden signage (directional signage and welcome banner).





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MONTREAL

SPONSORSHIP (continued)

- Branded drinkware (cups, coasters—supplied by sponsor).
- Special event hosting opportunities within the beer garden.
- Customized activations (e.g., branded games/activities).
- Product sampling or tasting opportunities
- Customized activations (e.g., branded games/activities).
- Product sampling or tasting opportunities.



Advertising Opportunities



Show Guide (printed)

- Promote your brand with high-visibility placements in the official printed show guide, reaching attendees as they plan and navigate the event.

Online Advertising

- Digital advertising on the official show website, providing targeted exposure through banner ads, sponsored content, enhanced exhibitor listings, and promotional features.

Social Media Posts

- Social media posts per post (brought to you by).
- Customized digital engagement opportunities based on sponsor's objectives.

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SPONSORSHIP (continued)

Prize Donation & Other Opportunities

Support the event through prize donations or other flexible sponsorship options tailored to your brand. It's a great way to gain exposure and connect directly with our engaged audience. Let's find the right fit for your goals.

She Rides Night

- Brand recognition in event promotions.
- Logo placement on event materials.
- Opportunity to present prizes on stage.
- Social media mentions and thank-you posts.
- Direct engagement with women rider community.

Raffle Prizes

- Donate high-value raffle prizes to draw crowd interest.
- Your brand will be promoted through ticket sales and prize announcements for maximum visibility.

Social Media Contests

- Sponsor prizes for online contests to boost your brand's visibility as attendees share and tag your business on social media.

Best Bike Competitions

- Provide prizes for the popular Best Bike Competitions and get featured during awards, announcements, and on event materials

Youth Rider Programs Sponsor

- Support youth rider programs with prize donations and be recognized for promoting safety and future rider education.

Show Attendee Bag Sponsor (Vancouver, Calgary, Toronto)

- Your logo appears on every official attendee bag, giving your brand standout exposure from the moment guests arrive.

Exhibit Hall Columns (Montreal)

- High-impact printed ads on central show floor columns keep your brand front and center in a busy, high-traffic area.

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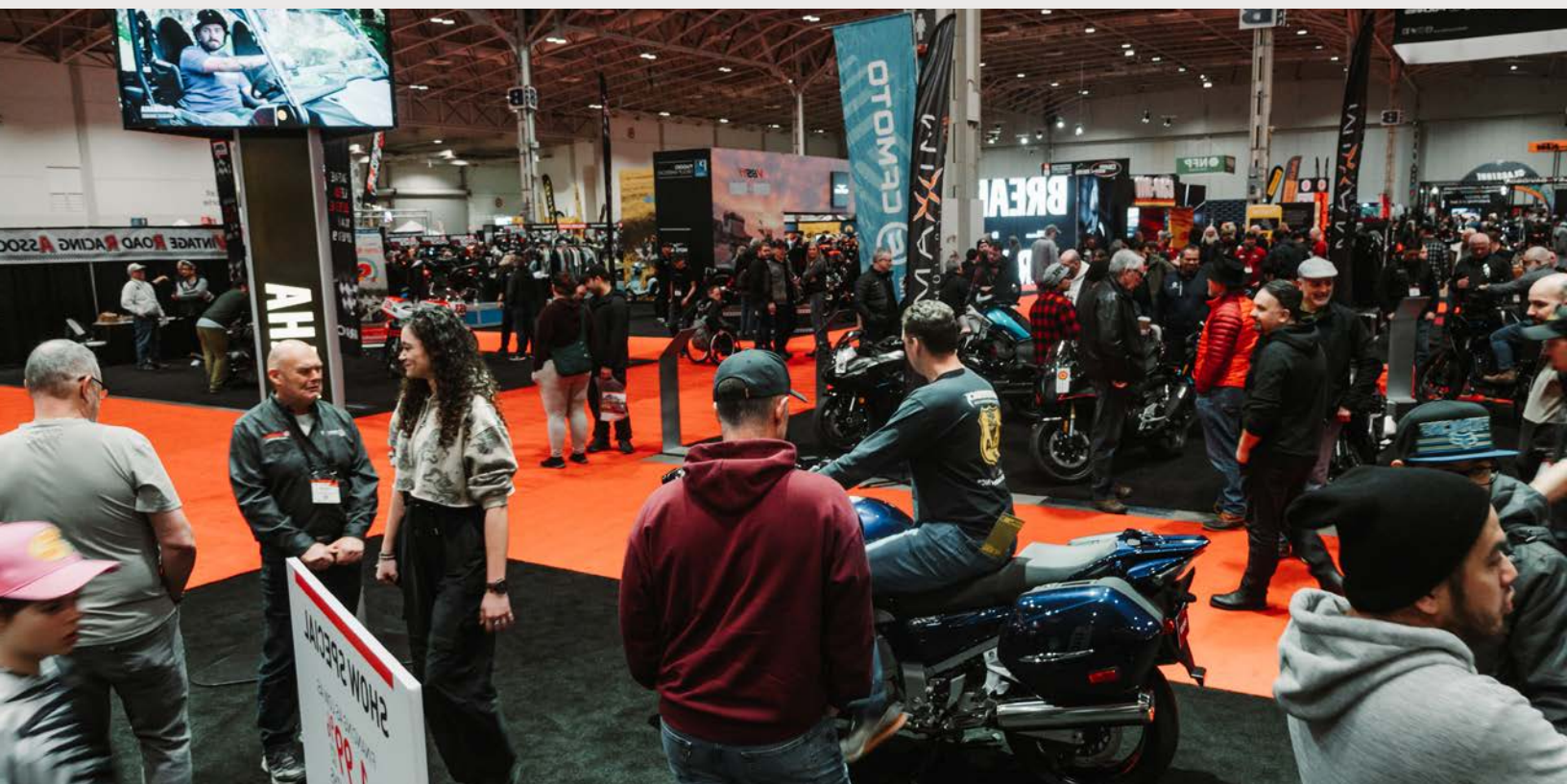
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