



THE MOTORCYCLE AND POWERSPORT SHOWS

2027

SPONSORSHIP

British Columbia · Alberta · Toronto · Montréal

MotoCanada.com

ABOUT US

UNRIVALED REACH

The Motorcycle and Powersport Shows attracts tens of thousand of visitors each and every year, making them unrivaled in their popularity. In 2026, we saw a 23% increase in total attendance.

If you sell motorcycles, riding gear or related services, and you want to access this impressive audience, you need to be part of the 2027 shows.

100,000+ Projected 2027 attendance

4 Major Canadian markets

3 Days of live selling per city



2027 SHOWS

FOUR CITIES. FOUR BIG WEEKENDS.

01

BRITISH COLUMBIA

Tradex in Abbotsford

JAN 15-17

02

ALBERTA

BMO Centre,
Stampede Park Calgary

FEB 5-7

03

TORONTO

Enercare Centre, Exhibition
Place

FEB 19-21

04

MONTRÉAL

Palais des congrès
de Montréal

FEB 26-28

Riders and future riders come for their fix of two-wheel, three-wheel and four-wheel action. They are affluent, ready to buy, and passionate about the riding lifestyle.

BY THE NUMBERS

LICENSED AND READY TO BUY

111,803

Number of on and off-road units sold in 2025 in the four provinces our shows are located in.

66%

Attendees are under the age of 50

1.5M / 260K

1.5 million men and 260,000 women are licensed motorcyclists in the markets where our shows are held



MOTORCYCLE OWNERSHIP

62%

Motorcycles purchased in first half of 2025

81%

Own a motorcycle

62%

Looking to purchase

43%

Also ride off-road vehicles

Plus 7% who just love bikes. **Stats based on MotoCanada 2025 Annual Report

MEDIA CAMPAIGN

124,081,492 MILLION IMPRESSIONS

The shows are promoted through a multi-channel campaign across print, radio, TV, Billboards, web, email and social. Our national media spend totals more than \$500,000.

124,081,492

TOTAL IMPRESSIONS

27,610,402

British Columbia - Traditional

3,427,707

British Columbia - Online

59,041,934

Alberta - Traditional

3,658,433

Alberta - Online

14,245,260

Toronto - Traditional

3,913,748

Toronto - Online

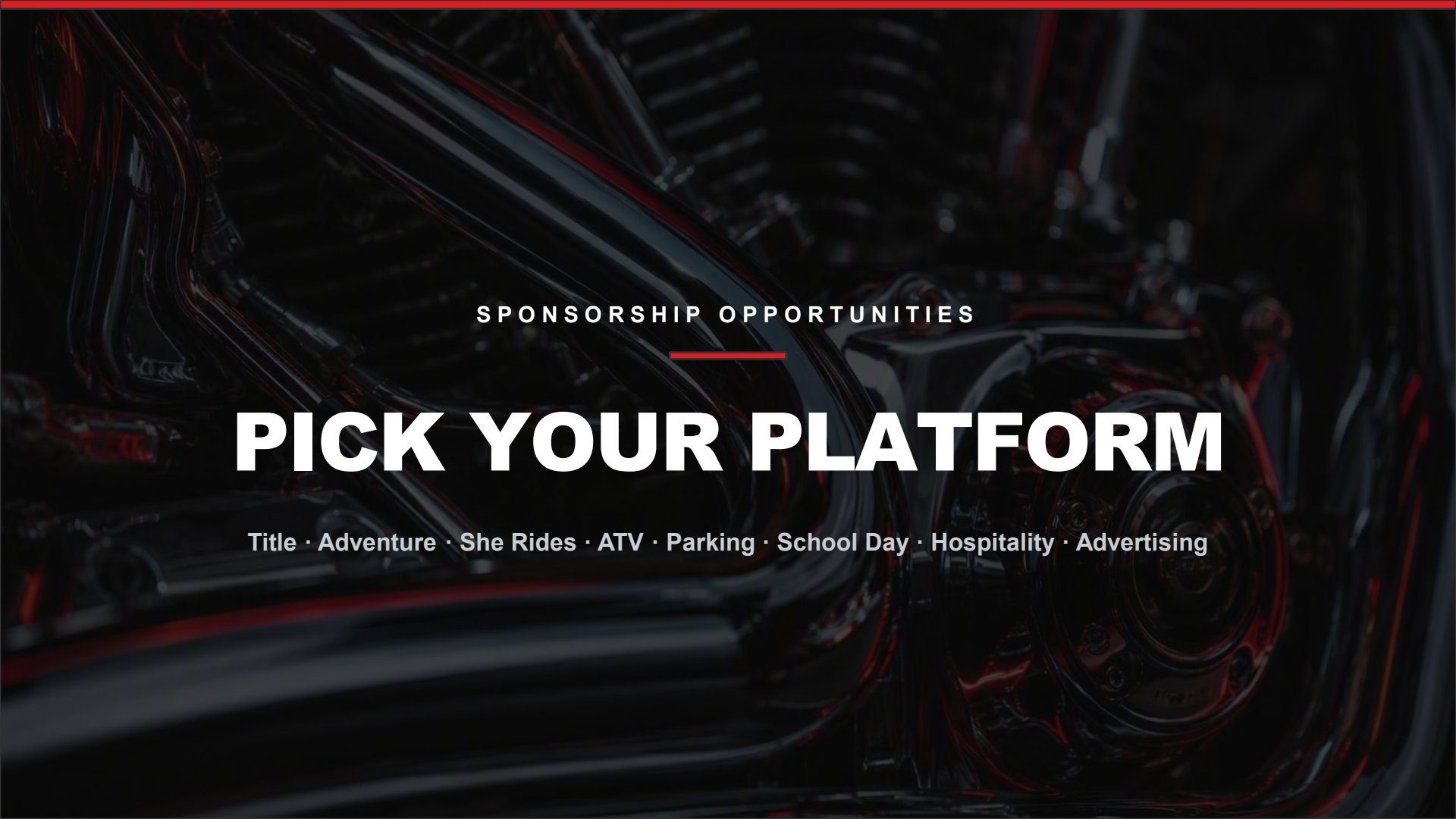
8,046,376

Montreal - Traditional

4,137,632

Montreal - Online

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



SPONSORSHIP OPPORTUNITIES

PICK YOUR PLATFORM

Title · Adventure · She Rides · ATV · Parking · School Day · Hospitality · Advertising

SHOW TITLE SPONSOR

AVAILABLE – CALGARY &
TORONTO

The most effective way to establish your brand as a leader in Canada's motorcycle market — exclusive visibility and direct access to the country's largest, most engaged powersports audience. Since 2023, this is the first opportunity for title sponsorships to become available, Act today for Calgary and Toronto as these won't last long.

ONSITE

- Exclusive naming rights to the event ("Presented By")
- Booth space in a prime location at the event
- Distribute branded merchandise or literature to attendees
- Fifty (50) complimentary VIP passes for company representatives
- Customized activation opportunities tailored to your goals
- Prominent logo on posters, onsite signage and flyers

ONLINE

- Prominent logo across the show website, digital ads and social posts
- Recognition as Show Sponsor in all press releases and media coverage
- Three (3) dedicated social media shout-outs before and during the event
- Logo on the show's Sponsors page as 'Show Sponsor'

EXPLR ADVENTURE ZONE

AVAILABLE – BC & MONTREAL



A growing area dedicated to adventure riding — tours, top-tier gear and live presentations that draw a passionate audience of explorers.

ONSITE

- Complimentary 10'x10' booth in the EXPLR exhibit area
- Ten (10) complimentary VIP visitor passes
- Logo on the main stage backdrop
- Verbal recognition during main stage events
- Branded banners or signage near the main stage
- Speaking and presentation times during the show
- VIP seating for company representatives

ONLINE

- Logo on the website as the EXPLR Adventure Riding Sponsor
- Acknowledgement in event programs and schedules
- Two (2) social media promotions of main stage activity
- Logo on the show's Sponsors page

SPONSORSHIP

SHE RIDES NIGHT!

A celebration in every city of women who ride, with discounted admission on Friday nights — a unique chance to align with and support the fast-growing community of female motorcyclists.

ONSITE

- Recognition as official sponsor via signage and live mentions
- VIP access to She Rides networking events where applicable
- Logo on all printed She Rides promotional materials
- A prize giveaway is required for the She Rides raffle
- 10x20 Booth included

ONLINE

- Logo on all digital She Rides promotional materials
- Inclusion in press releases and media coverage
- Four (4) social spotlights on She Rides and sponsor
- Logo on the show's Sponsors page



ATV ZONE SPONSOR

AVAILABLE - BC / ALBERTA / TORONTO



Direct access to outdoor enthusiasts through interactive demos — building visibility and loyalty by showcasing key ATV skills for all ages. Launched in 2025, the ATV Zone has introduced over 1000 riders through the zone. Due to the success of the ATV Zone in the west, we will be expanding to Toronto in 2027.

ONSITE

- Exclusive sponsorship of the ATV Zone area
- Complimentary 10'x10' booth near the ATV Zone
- Five (5) complimentary VIP visitor passes
- Logo on ATV Zone signage and promotional materials
- Showcase ATV products or services in a designated area
- Inclusion in ATV World press releases and media coverage

ONLINE

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

FREE PARKING & SCHOOL DAY FRIDAY

Two high-visibility platforms that put your brand in front of attendees before they ever reach the show floor.

FREE PARKING SPONSOR

High-impact visibility from the moment riders arrive — signage, entry points and the welcome area position you as a champion of rider convenience.

- Exclusive sponsorship of the FREE PARKING period
- Logo on all parking signage and maps
- Complimentary 10'x10' booth at an agreed location
- Five (5) VIP visitor passes
- Branded parking passes or coupons
- Recognition in parking-related event communications
- Social promotion of free parking, sponsored by you
- Logo on the show website sponsor page

SCHOOL DAY SPONSOR

Position your brand as a leader in youth engagement — support student access and help shape the next generation of powersports professionals.

- Recognition as sponsor of School Day Friday
- Logo on School Day Friday promotional materials
- Complimentary 10'x10' booth in the exhibit hall
- Ten (10) VIP visitor passes
- Educational materials or activities for schools
- Recognition in event programs and announcements
- Social ads targeting schools, educators and students
- Logo on the show website sponsor page

HOSPITALITY PACKAGES

Prime brand exposure through naming rights, signage and promotions in the three places attendees linger longest.

HOTEL ADVERTISING

ALL SHOWS

- Exclusive advertising rights in the event hotel and rooms
- Branded signage or banners in the lobby and common areas
- In-room promotional materials
- Reserved room block for your team and guests
- Recognition on the event website and in event materials
- Social promotion of your presence in the event hotel

FOOD COURT

ALL SHOWS

- Naming rights to the food court
- Logo on all food court signage, banners and table cards
- Branded napkins (sponsor supplied)
- Product showcasing via food vendors or sampling stations
- Branded menu items or promos with vendors
- One (1) social post plus press and program recognition

BEER GARDEN

MONTRÉAL ONLY

- Exclusive naming rights to the Beer Garden
- Logo on directional signage and welcome banner
- Branded drinkware — cups and coasters (sponsor supplied)
- Special event hosting and branded activations
- Product sampling or tasting opportunities
- Two (2) social posts plus press and program recognition

ADVERTISING & PRIZE OPPORTUNITIES

ADVERTISING

Show Guide (printed)

High-visibility placements in the official printed guide, reaching attendees as they plan and navigate the show.

Online Advertising

Banner ads, sponsored content, enhanced exhibitor listings and promotional features on the show website.

Social Media Posts

Sponsored 'brought to you by' posts and customized digital engagement built around your objectives.

PRIZE DONATIONS

Support the show through prize donations or other flexible options tailored to your brand.

- She Rides Night — brand recognition, stage prize presentations and direct engagement with the women rider community
- Raffle Prizes — high-value donations promoted through ticket sales and prize announcements
- Social Media Contests — sponsor prizes as attendees share and tag your business
- Best Bike Competitions — featured during awards, announcements and event materials
- Youth Rider Programs — recognition for promoting safety and rider education
- Attendee Bag Sponsor — your logo on every official bag (Vancouver, Calgary, Toronto)
- Exhibit Hall Columns — high-impact printed ads on the show floor (Montréal)

CONTACT

LET'S BUILD YOUR 2027

Exhibit space & sponsorship opportunities

Mischele Stevens

DIRECTOR OF EVENTS

437 872 1422

mstevens@motocanada.com

Derek Rockel

MARKETING SALES MANAGER,
WESTERN CANADA

368 886 5572

drockel@motocanada.com

Vincent Trépanier

MARKETING SALES MANAGER,
EASTERN CANADA

438 995 8397

vtrepanier@motocanada.com

MotoCanada.com

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