



February 18-21, 2011 (Family Day Weekend)

**September 2010  
FOR IMMEDIATE RELEASE**

Continuum Productions Inc., producers of some of Southwestern Ontario's largest consumer shows has acquired the Central Ontario Boat Show & Sale from the Ontario Recreational Vehicle Dealer's Association.

"We are thrilled to add this show to our portfolio of events as it really brings us back to our show roots", said Dwayne McKillop, President of Continuum Productions and former Canadian National Sales Manager for the National Marine Manufacturers Association producers of the Toronto International Boat Show.

"Many of the dealers in the area will remember working with Dwayne in the past at TIBS and we are certainly very comfortable with his boat show knowledge and track record which is why we agreed to move the show over to Continuum and remain on as an endorsing partner for years to come." Said Larry Boyd, Executive Director of the ORVDA

"We will be reconnecting with allot of people in the marine industry and meeting some of the new players which is always fun. I really enjoyed my years producing TIBS and working on many other boat shows across North America such as Miami, Chicago, New Orleans, San Diego, St. Louis and Philadelphia, the industry is full of really talented people. We will place the focus of this show on the dealers and how we can help them move product and make sales". Said McKillop

The ORVDA and marine industry veterans Bill Phillips & Larry Boyd have done some tremendous work in identifying and meeting a need for a large boat show in the Southwestern Ontario region to service the Mississauga to London to Niagara Falls triangle where there are over 6.1M people living. According to the market research done this geographic area has one of the largest per capita ratios for boaters, cottage owners, and avid fishing and outdoors enthusiasts in Ontario. We are bringing the show to your customers.

Continuum will honor the vision set out for this show including the pricing structure and dealer line exclusivity mandate set out by the ORVDA. The show will stay committed to being focused on selling product on site. Although Continuum will not be allowing used boats in the show, non-current new models will be allowed to help consumers get great deals and help dealers move products.

Marketing of the show will be done through a substantial mix of billboards, radio, print, and on line which will blanket Southwestern Ontario. The current show website is [www.boatshowcentralontario.ca](http://www.boatshowcentralontario.ca) and is active however an updated version will be launched in mid September.

With Continuum's over 40 years of combined show industry experience producing some of the largest consumer shows across North America we understand the needs of exhibitors and how to drive attendance numbers.

The show will be held in the 170,000 sq.ft Careport Expo Centre. This new suburban expo hall is the largest event facility in Southwestern Ontario, 15 minutes from everything, located right off HWY # 403 at the Aberdeen Ave exit with 6 acres of **FREE PARKING**.



Shows in the Careport Centre, including the 2010 version of the ORVDA's Central Ontario RV Show & Sale have already experienced the success this facility brings to a selling show as crowds packed the aisles with millions of dollars of products being sold on site. 300,000 people have already attended consumer shows at the Careport Centre since February



With 30' ceilings throughout, 14 loading docks and two oversized drive in doors the Careport Centre really makes move in / move out a breeze which saves exhibitors money on show crews. Mobile wash services will also be provided on site during move in.

We want to thank all the dealers and lines that have confirmed their participation in the show to date. The show will be approximately 4 acres in size (About 4 football fields) and it is already 50% sold out! It will showcase, in addition to boats, a Mariner's Marketplace for marine accessories as well as a planned cottage and fishing feature.

If you have not contacted us to reserve your space please act fast as word is spreading and lines are being secured each day. The response has really been quite overwhelming and we will look forward to working hard to drive sales for you all.

Here is just a sample of some of the confirmed lines that will have representation at the show:

- Alumacraft
- Triton
- Checkmate
- Cobalt
- Ebbtide
- Scout
- Centurian
- Rinker
- Bennington
- Starcraft
- Grew

- Tahoe
- Tracker
- Glastron
- Legend
- Four Winns
- Monterey
- Larson
- Regal
- Striper
- Moomba
- Ranger



[www.boatshowcentralontario.ca](http://www.boatshowcentralontario.ca)



[www.continuumevents.ca](http://www.continuumevents.ca)

## **BOOK YOUR SPACE TODAY**

Call Dwayne McKillop - 905-527-SHOW (7469) ext 317 or Toll free 877-313- SHOW (7469) ext 317

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