

SPRING Fishing & Boat SHOW



February 12 to 15, 2010

INTERNATIONAL CENTRE • 6900 Airport Rd., Mississauga, ON

December Newsletter

The countdown continues with less than 60 days until Canada's largest and only all fishing show opens its doors. The traditional Spring Fishing & Boat Show will welcome thousands of hard core anglers to kick off their season as the show continues to bring the excitement that only comes once a year.



2010 Spring Fishing & Boat Show New Show Guide

In 2010 our show guide will include the floor plan, a list of exhibitors and will expand to include articles, profiles and fishing tips from our celebrity guest speakers, a segment on new products, seminar schedules, recipes from our in-house chef along with advertising opportunities. Those that are interested in advertising in the 2010 Show Guide may contact us at 905-640-2277. Please note all ads must be submitted by no later than January 22, 2010.

The Conservation Gala

We would like to invite you to a fundraising dinner and auction on February 11, 2010, which will be held at the International Centre, Hall 5, Aviation Rooms B & C. Hors d'oeuvres will be served between 5:00 and 6:30 pm followed by a sit down dinner which will commence at 7:00 pm. Lund Boats and Mercury Marine have generously contributed their New Lund 1975 Pro V Model with a 225 Mercury Verado on a ShoreLand'r Trailer valued at \$55,000 and will start with an opening bid of \$32,000 CDN. The funds raised at this dinner will be utilized for conservation projects including awareness with our recognized partners. The cost of these tickets are \$100. As seating is limited please call 905-640-2277 to reserve. Group tables of 8 are also available.

New Product Showcase

The Spring Fishing & Boat Show will introduce a new product showcase area located in the foyer of the building where participating manufacturers are invited to display their new 2010 product and will give consumers first glance at new products from the tackle and marine industry. Companies such as Yamaha Motors will unveil to anglers the World's First 4.2L Super High Output 4 stroke outboard. Manufacturers also wishing to take advantage of this opportunity must contact us by February 1, 2010.

New Exhibitors

The Spring Fishing & Boat Show welcomes our newest exhibitors including Huntsville Marine, Fogh Marine, Outdoor Sport Canada, Northland Fishing Tackle and numerous resorts. This year's innovative floor plan has allowed us to increase the exhibitor space by 35% with minimal decrease to the feature areas.

Show Bucks

The Spring Fishing & Boat Show tradition continues with hourly show bucks sponsored by Outdoor Canada Magazine. Every hour a name will be drawn from the retailer ballots and the winner will have an opportunity to spend \$50 dollars at any booth within the show. Retailers will redeem these show bucks at the end of the day at the show office.

The Fishing Hole

Welcome to the Fishing Hole where children fish for free and are given an opportunity to win an A14 Lund Aluminum Boat. We thank the Lund Boat Company for this generous donation. We also wish to thank Pat Finelli, the Marketing Vice President of Pizza Pizza, for donating additional Pizza Pizza coupons for pizza slices redeemable off site.

Field Specialists

The Spring Fishing & Boat Show welcomes a new segment to the seminar series with field specialists Wil Wegman, the Ice Fishing Expert; Jeff Gustafson, the Professional Northern Ontario Fishing Guide and Erik Luzak demonstrating and reviewing new products at the Mega Tank.

Great Lakes Masters

Renowned Great Lakes Masters Vito Dattomo, Lake Ontario Tournament Angler and Paul Powis, Lake Erie Charter Captain display their Great Lakes techniques and expertise. These Great Lakes Masters will share information and answer some of the toughest questions.

In-House Chef

If you liked Chef Benny's walleye pierogies last year, you will love what he has in store for you in 2010. Chef Benny will dazzle crowds daily with his quick and easy recipes. These recipes will be made available in our new show guide.

Thank you

Yamaha Motors has increased their door crasher prize from a 14' to a 16' G3 Boat by Yamaha. The first 300 guests through the door each day will receive a ballot for a chance to win this 16' G3 Aluminum Boat. We wish to thank Yamaha Motors Canada for their generous donation.

The Show takes great pride in its features and exhibitors. It is through innovative ideas that will continue to educate and entertain the recreational angler allowing the Spring Fishing and Boat Show to soar. Its mandate to unite anglers, manufacturers, retailers, and outfitters through qualified specialists, will continue to bring them to the forefront of the angling community. We aim to deliver a campaign that will offer the consumer competing brands in order for them to make a conscientious purchase.

To those exhibitors confirmed, we wish you a successful show. For those wishing to participate, please do not hesitate to contact Andrew Pallotta at 416-802-2277 or the main office at 905-640-2277.



Visit springfishingandboatshow.com