

CANADA'S PREMIER MOTORCYCLE SHOWS

The
Motorcycle
SHOWS

2019 PARTNERSHIP OPPORTUNITIES

ABOUT US



Power Sport Services™ (PSS) is the operating name of the incorporated for profit company 8061246 Canada Inc., a wholly-owned subsidiary of the Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV).

Power Sport Services™ focuses on innovation and leading edge management of the motorcycle, ATV and power sport vehicle shows. PSS, through its relationships with the manufacturers, suppliers, dealers and retailers is committed to serving the riding community and industry.

Power Sport Services™ is the owner of The Motorcycle Shows, six premiere motorcycle and ATV shows held in cities across Canada. The MMIC & COHV began producing shows in 1985. The manufacturers continue to attend, endorse and support the PSS Motorcycle Shows.



MANUFACTURER SUPPORTED



Power Sport Services produces the largest manufacturer supported shows in the country.



NATIONAL EXPOSURE



OUR AUDIENCE



Attendance by Show:

2018

Calgary	26,593
Edmonton	24,476
Vancouver	31,862
Quebec City	18,150
Toronto	31,210
Montreal	36,124



OUR AUDIENCE



Who comes to the shows:

Male	57%	Female	43%
Average Age	34	Household Income	\$94,000.00

Avid Riders	40%	Occasional Riders	20%
Taking It Up	20%	Have a License	89%

Made a purchase at the show 48%

Made a purchase from an exhibitor after the show 72%

Likely to return to show the following year 82%

PARTNERSHIP OPPORTUNITIES



Assets and benefits available to Show Partners (but not limited to) are:

- Premium booth space
- Inclusion in available media
- Feature area naming rights
- Vendor or retail pass through rights
- Onsite signage
- Event tickets for management, clients or contesting
- Use of show marque and likeness
- Sponsor exclusivity (if available)
- PA announcements
- Entry or exit sampling



National and Regional packages available



EXPOSURE



ADVERTISING & OUTREACH

The Shows are actively promoted through targeted campaigns in mainstream, community and industry media including: *print, radio, TV, online and social media channels.*

Overall media spend of more than \$750,000.



SOCIAL MEDIA



Total Impressions
38,855,712

Organic
3,177,477

Viral
3,372,800

Paid
32,305,435



Social Conversation
1,046,456

Native
2,607,783

Pre Roll
1,328,323

Programmatic Display
17,412,361

Programmatic Video
2,170,894



NEXT STEPS



The Motorcycle Shows provide the opportunity to create customized programs that speak directly to our partners' objectives. We would be happy to discuss potential programs and create a unique opportunity for your company at our 2019 shows!

**We thank you in advance for considering a
Partnership opportunity with The Motorcycle Shows.**

Contact us: www.themotorcycleshows.com

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