



2025 Summer Events Exhibitor Deck



Orillia In-Water Boat Show

June 13-15, 2025

The Orillia In-Water Boat Show is your ultimate platform to connect with boat enthusiasts and shoppers at one of the most anticipated waterfront events of the year. Hosted at the Port of Orillia, showcase your latest boats and marine products in stunning in-water displays or join our bustling vendor market to promote your unique goods and services.



With live entertainment, family-friendly activities, and a vibrant atmosphere, this event attracts a diverse crowd, offering unmatched exposure for your business. Don't miss this incredible opportunity to grow your brand and make lasting connections.



Event Demographics

Estimated Attendance: 10,000 – 20,000

Primary Attendee Demographics:

- **Age:** 30–65 years old
- **Income Level:** Middle to high-income households (disposable income for recreational activities)
- **Interests:** Boating, water sports, fishing, marine life, family outings, outdoor events
- **Location:** Primarily residents of Orillia and surrounding areas (Simcoe County, Muskoka, Kawarthas), with some visitors from the Greater Toronto Area (GTA) and beyond
- **Lifestyle:** Active, outdoor-oriented individuals, boating enthusiasts, families seeking entertainment

Pricing Details

Zone	10x10	20x20
A	\$600	\$960
B	\$500	\$800
C	\$500	\$800
D (Artisan)	\$150	\$240
E	\$450	\$720
F	\$350	\$560
In-Water Display	\$700	\$200 Per Additional Slip
Food Truck	\$450	

Show Map / Floor Plan on 5th page
Bulk Space/Slips Available – Contact for details
events@orillia.com or 705-794-4510

Orillia Waterfront Festival

August 8-10, 2025

Join the excitement at the Orillia Waterfront Festival, a premier summer event that draws thousands to the stunning Port of Orillia. With a mix of in-water boat displays, family-friendly entertainment, and the ever-popular Cardboard Boat Race & Dock Diving Dogs, this festival creates the perfect backdrop for a bustling vendor market. Showcase your products or services to a diverse crowd of locals and visitors who are ready to explore, shop, and enjoy all the festival has to offer.

Whether you're selling handcrafted goods, unique merchandise, or delicious food and drinks, the Orillia Waterfront Festival is the ideal place to grow your business and connect with a vibrant audience. Don't miss your chance to be part of this must-attend summer celebration!



Event Demographics

Estimated Attendance: 10,000 – 20,000

Primary Attendee Demographics:

- **Age: 25–65 years old (with families bringing children aged 2–12)**
- **Income Level: Middle-income households with disposable income for recreational spending**
- **Interests: Boating, outdoor festivals, shopping, family-friendly activities, and live entertainment**
- **Location:**
 - **Local: Residents of Orillia and Simcoe County**
 - **Regional: Visitors from Muskoka, Kawarthas, and Greater Toronto Area (GTA)**

Pricing Details

Zone	10x10	20x20
A	\$600	\$960
B	\$500	\$800
C	\$500	\$800
D (Artisan)	\$150	\$240
E	\$450	\$720
F	\$350	\$560
In-Water Display	\$700	\$200 Per Additional Slip
Food Truck	\$450	

Show Map / Floor Plan on 5th page
Bulk Space/Slips Available – Contact for details
events@orillia.com or 705-794-4510

Orillia Pirate Party

August 29 - 31, 2025

The Orillia Pirate Party is setting sail this Labour Day Weekend, bringing thousands of visitors to the Port of Orillia for a weekend packed with pirate-themed fun and family-friendly excitement. Featuring in-water pirate ship displays, an interactive Pirate Village with live re-enactors and demonstrations, and the crowd-favorite "plank walk," this event is

the perfect opportunity to showcase your products or services to a diverse and enthusiastic audience. Whether you sell unique goods, delicious food, or pirate-worthy treasures, this event offers an ideal setting to grow your business and connect with costumers.



Event Demographics

Estimated Attendance: 15,000 - 25,000

Primary Attendee Demographics:

- **Age:**
 - Families with children aged 3-12
 - Adults aged 25-60 who enjoy festivals and themed events
- **Income Level:** Middle-income households with spending capacity for family outings and festival purchases
- **Interests:**
 - **Families:** Interactive, child-friendly activities, costumes, and live entertainment
 - **General audience:** Shopping for unique goods, pirate-themed merchandise, food, and souvenirs

• Location:

- **Local:** Residents of Orillia and surrounding communities (Simcoe County, Muskoka)
- **Regional:** Visitors from Barrie, Toronto, and the Greater Toronto Area (GTA) looking for a unique weekend getaway

• Lifestyle:

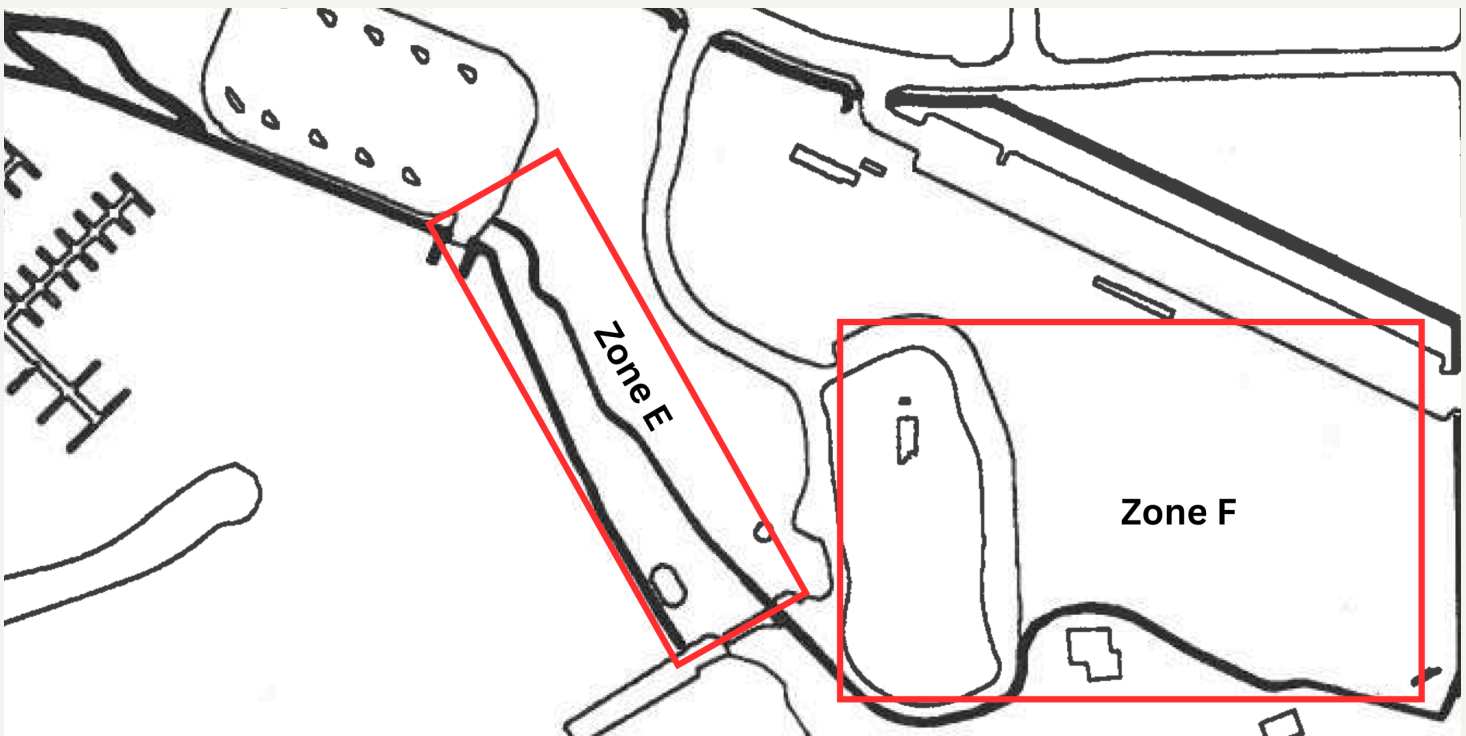
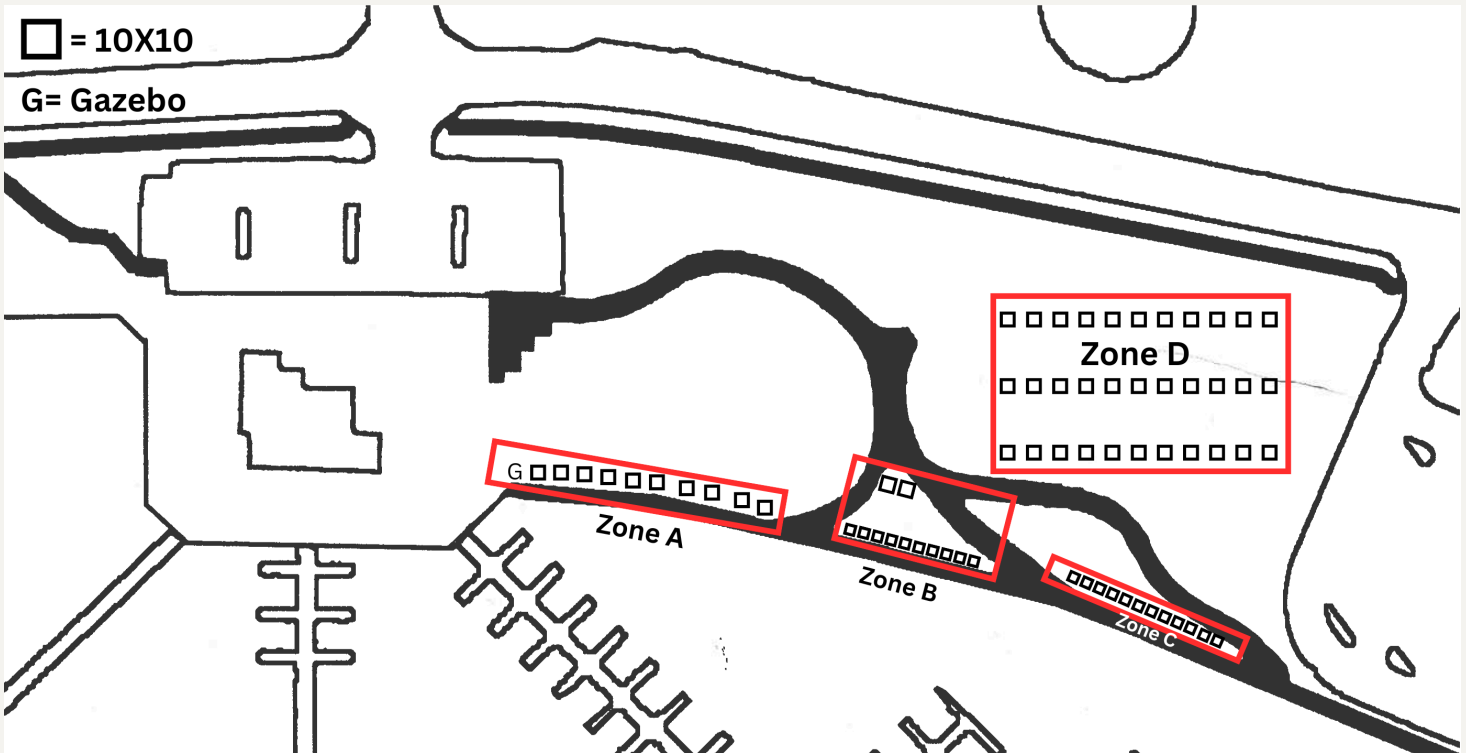
- **Family-focused attendees** seeking entertainment and interactive experiences for kids
- **Festivalgoers** who enjoy themed events and waterfront attractions

Pricing Details

10x10	20x20
\$350	\$560

Show Map / Floor Plan on 5th page
Bulk Space/Slips Available - Contact for details
events@orillia.com or 705-794-4510

Show Map/Floor Plan




**To register please visit:
orillia.com/vendor-opportunities**



Bulk spaces larger than 20x20, as well as bulk in-water slips, are available. Event sponsorship opportunities are also available. For more information, please contact Justin Suter at 705-794-4510 or email events@orillia.com

 705-326-4424 ext. 202

 events@orillia.com

 orillia.com