

VIAS 2020

The Vancouver International Auto Show is celebrating its 100th Anniversary in March 2020.

To mark this milestone, Carling Media will be elevating visitor engagement with a number of in-show programs and activations. Here's a partial list of marketing opportunities available for your brands:

Show Guide

The Show Guide is a premium glossy magazine that's hand distributed to show visitors as part of their admission ticket. More than 70,000 copies of the English and Chinese-language guides were distributed at the show or pre-event as an insert in daily newspapers.

The downloadable media kit (PDF) is now available from the link below. Full-page colour ads start at \$5,280. Ad sales for the English and Chinese (Mandarin) magazines close Jan. 31, 2020.

[VIAS20-media_kit](#)

Floor Plan

Carling Media publishes a daily floor plan to help visitors navigate the two levels of the show floor. An average of 7,000 copies are hand-distributed at the entrance of the show each day.

The daily versions are available for exclusive sponsorship starting at \$1,895. The floor plan is only published in English. Sponsorship deadline is Jan. 31, 2020. Full information here.