

Feature your NEW product or latest introduction in the Progressive Insurance New York Boat Show press kit, online NEW product gallery and pre-Show media materials -- it's easy!

Just send a short blurb about the product introduction(s) you're making at the Show and a jpeg or photo, and ... voilà, you'll be there! We release media materials starting in September and put press materials online by mid-November then update all on a regular basis until Show time. The sooner you send us the information, the more exposure you'll get! (If you are not the person who can make this happen, please pass this information along.)

Please e-mail your contact and product information (and high resolution jpegs too if available) to Sarah Ryser at 312.946.6285 or sryser@nmma.org.

To be included in the Show press kit and general pre-Show outreach, please get us your information by **Friday, December 9.**

Media Coverage at the Show Can Put the Focus on You

It pays to keep us in the loop. NYBS coverage comes from the Press Center staff recommending what's a "must-see" on the show floor, along with our up-to-the-minute "*What's New & What's Hot*" list distributed to media on site. For last minute news right before the show and at the Show, you can add your new product info to our Show "sizzle" by letting the Press Center know your news.

Many media still like to work with hard copies or CD's of product information instead of electronic. Please bring 20 press kits or CD's to the Press Center on **Tuesday, January 3**, for distribution to the on-site media. If you wish to send them in advance, please contact Sarah at sryser@nmma.org for shipping instructions.

Please be sure to include your company's contact person or outside public relations firm with a phone number and e-mail address.

If you have questions or need further information, please contact Sarah Ryser at 312.946.6285 or sryser@nmma.org.

Thank you for helping us make the Progressive Insurance New York Boat Show a media magnet!