



JANUARY 19–23, 2011
JAVITS CONVENTION CENTER



FIVE DAYS THAT CAN MAKE YOUR YEAR!

The New York Boat Show is the world's first and longest running boat show—an unbeatable sales event that's offered exhibitors the chance to showcase their products and services in the nation's largest consumer market for more than 100 years. The show consistently delivers a ready-to-buy audience of boaters, fishermen, and outdoor enthusiasts from the entire East Coast: Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

WHY EXHIBIT

Although recent times have been challenging, there are signs the economy is recovering: American's net worth rose 5.4% in 2009 and credit markets are slowly returning to normal. As a result, consumer confidence is rising and enthusiasts are in the mood to buy—tired of deferring purchases and eager to pursue their passions.

Exhibiting is a cost-effective way for you to take advantage of this pent-up demand. In an uncertain economy, exhibiting at the New York Boat Show is a certain way to meet highly-qualified customers. There's no better way to:

- Meet thousands of buyers face-to-face.
- Raise your profile, build brand awareness and generate leads
- Demonstrate and introduce your products to interested consumers

REACH THE RIGHT PEOPLE

Attendees are motivated consumers who come to the show to see what's new in boats and shop for gear and accessories they won't find elsewhere. In fact, in a recent study conducted by Michigan State University, 71% of boat show visitors reported going to shows to shop for accessories.

Attendee Profile

- 72% own a boat
- 56% are considering buying a boat
- 56% traveled more than 25 miles to attend the show
- 83% were 25–64 years old
- 50% were professional/business owners
- 78% have a household income of \$75,000 or more

FOCUS ON RESULTS

NMMA marketing works to boost attendance and drive qualified traffic. Each show is supported by a comprehensive marketing plan, developed by a dedicated staff of marketing professionals.

A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, online, e-mail and social media.

Public relations reinforce the advertising, generate show awareness and secure news stories in TV, newspapers and magazines.

NMMA ADVANTAGE: EXCLUSIVE INTERACTIVE SHOW INVENTORY

Combine the reach of online advertising with the power of on-site selling by participating in the NMMA Advantage Program. Any boat dealer or NMMA boat manufacturer member who exhibits at the New York Boat Show can feature the boats they're bringing to the show on the show website.

NMMA Advantage can help drive traffic to your booth and puts the money you invest in exhibiting to work for you before, during and after the show. Interested buyers can "pre-shop the show" from home.

Results from the program's first year are impressive. Consumers responded to listings as follows: the nearly 3,500 boats featured on show websites last year were pre-shopped more than 3 million times! Also impressive: 47% visited show exhibits on site or dealership showrooms and another 24% called dealerships directly. It's an incredible opportunity—but only if your boats are listed.

"Wonderful, Wonderful, best show we've had in three years. Everyone was positive in our booth."

Bill Mudgett, Chaparral Boat



YOUR SUCCESS IS OUR SUCCESS

At NMMA our goal is to help you generate business. We work year-round to produce shows that deliver the best possible return on investment for our exhibitors.

As an exhibitor in an NMMA-produced show, you also benefit from a combination of resources, expertise and accountability that is unequalled in the industry. Our show professionals are ready to help you with every aspect of exhibiting—from the contract process to move-out—to make sure your experience is both pleasant and profitable!

Exhibiting at an industry-owned show also means your money works for you twice. Show revenues are reinvested in programs that strengthen and grow boating. NMMA takes the lead on crucial topics and monitors local, state and federal issues to advocate legislation to protect the interests of your business and our industry.

You can't afford to miss this event—Reserve your space today!

RATES

	NMMA MEMBER	NON-MEMBER
Booth (10' x 10'):	\$1,150	\$1,350
Bulk:	\$10.95 sq. ft.	\$12.95 sq. ft.

All rates include:

- Material handling (forklifts)
- Exhibitor Credentials (limits apply)
- Pre-show freight warehousing and delivery to your space
- Show Directory listing, plus cross-reference listing
- Exhibitor listing and link to your website from NYBoatShow.com

Booth rates also include:

- Back and side drape
- Booth ID sign

IMPORTANT DATES & TIMES

Move-in: January 13–15, 8am–5pm
January 17–18, 8am–5pm

Move-out: January 23, 7pm–11pm
January 24, 8am–10pm

Show Hours: Wednesday–Friday, January 19–21,
Noon–9pm; Saturday, January 22, 10am–9pm;
Sunday, January 23, 10am–6pm

Admission: Adults, \$12; Children 15 & younger, FREE

MAILING ADDRESS

NMMA, New York
148 W. 37th Street, 11th Floor
New York, NY 10018
Phone: 212.984.7000 Fax: 212.564.2728

Visit **NYBoatShow.com** for the latest show information. It's a quick and easy way to access all exhibitor materials—contracts, maps, rules and regulations—as well as review/select space options, request information and more.

“Phenomenal show. I feel sorry for the guys that didn't come.”

David Schmitt, Buster's Marine (Tahoe, Mako Boats)

“People are enthusiastic and they're buying boats at the show.”

Cliff Burwell, Scott Financial

“Attendance has been really great. Good, quality people coming and they're interested in buying at the show. We've surpassed our sales goals already.”

Bob Sutherland, BRP U.S.



THE SHOW TEAM

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