



January 22–26, 2020
Javits Center

FIVE DAYS.

41,580+ BOATERS.

DID YOU KNOW?

The Progressive® Insurance New York Boat Show® is

- Manhattan's ONLY boat show
- A 115-year tradition
- The biggest, best-attended show in the Northeast

MEET OUR AUDIENCE

Showcase your product in the nation's largest consumer market! Connect with boaters and fishermen from throughout the Northeast, including Connecticut's Gold Coast, Long Island, New Jersey and Pennsylvania. **80% of exhibitors** reported they were satisfied/very satisfied with the quality of show attendees.

51% of attendees own a boat

36% had a household income of \$151K or greater

36% were ages 35–54

79% were repeat visitors

30% had a household income of \$76K–\$150K

35% were ages 55–64

Sources: 2019 post-show attendee and exhibitor surveys

CUTTING EDGE MARKETING

The way people shop is changing—to reach consumers today, you need to engage them. With high-quality attractions, immersive experiences, and interactive education the show the show is a dynamic, experiential marketplace that connects with people in a way no other form a marketing can.

- One-on-one interactions let you tailor your message to an individual
- Associates your brand with an event that is entertaining, educational and inspirational
- Experiences create brand loyalty that positively influence purchase decisions

UNLIMITED SALES OPPORTUNITIES.

REACH PROSPECTS AT THE BEST TIME TO SELL—WHEN THEY ARE LOOKING

- More than **41,580 boaters** walked through the door in 2019
- **46%** said their primary reason to attend was “to buy”
- **61%** of attendees made a purchase


NO OTHER SHOW DELIVERS MORE ROI FOR YOUR EXHIBITING DOLLAR

Enjoy **FREE** marketing exposure before, during and after the show.

- **Official Show Guide listing**—Distributed to visitors and published online year-round **55% of attendees** use the show guide to find products and navigate the show
- Year-round link on **NYBoatShow.com**—**41% of attendees** visited the show website




SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS



BROADCAST MEDIA


Two weeks of strategic buys

Television generated 19.6 million impressions
Radio generated 12.8 million impressions




SOCIAL MEDIA

More than 2.7 million paid impressions on Facebook & Instagram




DIGITAL MARKETING

Banner ads & search generated 6.8 million impressions



EMAIL

283,925 emails delivered



PUBLIC RELATIONS

Generated 255 total media hits & earned 131.2 million media impressions

RATES

EXHIBIT SPACE SOLD OUT IN 2019—
RESERVE YOUR SPACE TODAY!

	NMMA Member	Non-Member
Bulk	\$14.90 sq. ft.	\$17.45 sq. ft.
Booth	\$15.50 sq. ft.	\$17.60 sq. ft.

Booth rates also include back and side drape and company ID sign.

All rates include:

- Exhibitor Credentials (limits apply)
- Material handling (forklifts/boat handling equipment)
- Pre-show freight warehousing and product delivery to space

EXHIBITOR QUOTES

“This show was crazy, we haven’t stopped all week, great qualified leads, can’t wait for some trials coming up and the sales that will follow.”
Blake Phillips, MarineMax

“I’ve seen a lot of quality at the show this year, and selling more product than last year, great show!”
Patrick Hopkins, Datrex

HOURS

SHOW HOURS:

Wednesday–Friday, January 22–24, Noon–9pm
Saturday, January 25, 10am–9pm
Sunday, January 26, 10am–6pm

MOVE-IN:

Saturday–Tuesday, January 18–21, 8am–5pm

MOVE-OUT:

Sunday, January 26, 6pm–11pm
Monday, January 27, 7am–11pm

CONTACT

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Visit **NYBoatShow.com** for the latest show and exhibitor information.