PROGRESSIVE NEW YORK BOAT SHOW

JANUARY 22–26, 2020
JAVITS CENTER

NEW Reimagined WILL CALL process on show site

We have updated and are implementing a new **WILL CALL** system this year for hard stock tickets. The new system will help both you and your customer have a better show experience.

- Redeemed **Electronic Be My Guest tickets** will continue to be **50%** off the general admission price.
- Redeemed **Hard Stock and Will Call Be My Guest tickets** will be **35%** off the general admission price.

You will have two options for hard stock tickets.

  - Option 1 – **Hard Stock Tickets** mailed to you in advance.
    - If you choose to have your hard stock tickets mailed to you, we will not be responsible for distribution. ***We are no longer accepting tickets in envelopes in Will Call.***
  - Option 2 - **Will Call Tickets**
    - Will Call tickets will **NOT** be mailed to you. You will be prompted to type in the first and last name of your customer, email is optional. If you include an email address your customer will receive an email stating, you have left tickets for them at **WILL CALL** and the quantity.
- A mobile version for this site is optimized for use on mobile devices and tablets.
- Guests will arrive at **WILL CALL** onsite at the event, provide their name, an ID and which company left them the tickets. We will print the ticket(s) on demand to provide to your customer.

These new processes will help by

- Saving you valuable time by being able to add customers/prospects to your Will Call list from your booth.
- No more illegible handwritten envelopes of multiple sizes etc.
- Faster moving lines.
- You will be able to easily see who or who has not picked up tickets and on what day.

If you have any questions, please contact Melissa Hall at mhall@nmma.org or call her at (954) 441-3236 or Monica Puentes at mpuentes@nmma.org at (646) 370-3660.