



February 11–19, 2012

Boston Convention & Exhibition Center



## Be part of the most complete marine sales event in the Northeast!

Wondering how to target the right consumers? Concerned you don't know how to hook buyers in today's economy? Worried about the future of your business?

We can help!

As one of the oldest, largest and most respected boating marketplaces in the Northeast, the New England Boat Show® is a cost-effective way to promote your products and services. In the measurements that matter—attendee quality, marketing, media attention, special attractions—The New England Boat Show delivers results that produce leads and sales. Don't miss this opportunity to leverage our expertise to increase the return on your marketing efforts.

### Quality Attendees

How much would you sell if you could market your product to a guaranteed audience of boaters, fishermen, water sports enthusiasts and sailors?

Get ready to find out!

Show attendees are motivated consumers—and by February they're more than eager to see what's new and get a head start on the upcoming season. The show consistently delivers a ready-to-buy audience of shoppers who come to the show to see and buy boats and shop for gear and accessories they won't find elsewhere. Exhibiting is an unbeatable way to promote your product and services to these consumers—and profit from this pent-up demand.

#### Attendee Profile:

- 75% own a boat
- 52% are considering buying a boat
- 37% were 60–64 years old; 34% were 35–49
- 54% were professionals/business owners
- 79% have a household income of \$75,000 or more
- 76% had attended the show in previous years

Exhibiting is a cost-effective way to meet thousands of highly qualified prospects face-to-face in just a few days—and that's good news for your bottom line!

### Show at-a-Glance

- State-of-the-art facility offers 500,000 sq. ft. of exhibit space; 90-ft.+ ceilings, twice the space of any other exhibition hall in the state
- Area's most complete boat show, featuring both power and sailboats, from dinghies to fully-rigged yachts and more than 350 marine accessories exhibits
- Boston Convention and Exhibition Center is any easy day-trip from anywhere in New England

### Marketing & Media

Disappointed in your marketing results? Take advantage of our expertise to energize your efforts. NMMA marketing drives qualified traffic to our shows and **delivers millions of impressions to key buying demographics.** A highly visible advertising campaign, featuring a strategic mix of print, broadcast, online, email and social media launches in the weeks leading up to the show—as a result the show is THE marine event of the season.

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

### Special Attractions

Frustrated with a shoe-string promotional budget? NMMA has the resources to invest in attractions that draw qualified consumers, keep them active and engaged.

- Special features and attractions such as Theme Nights (Military, Celtics, Bruins, Red Sox), and remote control sailing pond attract media attention that helps drive attendance and keep attendees on the show floor longer
- Full schedule of boating seminars attracts qualified attendees

**“Boats sold at the show...solid prospects... best show in 10 years!”**

*Tern Harbor Marine, Monterey & Wellcraft Dealer*

### NMMA Advantage: Exclusive Lead Generation Program

Anxious because your advertising isn't generating enough leads? 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 England Boat Show can take advantage of this program—at no additional cost!

- Feature the boats you're bringing to the show on the NewEnglandBoatShow.com
- Obtain consumer-generated leads in real-time, before, during and after the show
- Schedule appointments with prospects—meet at the show or in your showroom

It's an incredible opportunity—but only if your boats are listed.

To participate, please contact: [advantage@nmma.org](mailto:advantage@nmma.org)

### Your Success is Our Success

As an exhibitor in an NMMA-produced show, you 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

**Bulk** \$8.00 sq. ft. \$9.55 sq. ft. with booth carpeting

*Bulk space starts at 500 sq. ft. and space must be at least 20' deep.*

<b>Booth</b>	8'x10'	10'x10'	15'x10'	20'x20'
	\$980	\$1,225	\$1,725	\$3,660

*Add \$1.55 per sq. ft. for booth carpeting.*

#### All rates include:

- Exhibitor Credentials (limits apply)
- Show Guide listing, plus cross-reference listing
- Exhibitor listing and link to your website from NewEnglandBoatShow.com

### Important Dates & Times

**Show Hours:** Saturdays 10am–8pm; Sunday, February 12 11am–6pm; Monday–Friday 1–9pm; Sunday, February 19 10am–5:30pm

**Move-in:** February 7–10, 7am–9pm **Move-out:** February 20–21, 7am–9pm

Move-in/out dates and times are targeted. Exhibitors will receive notice of the exact date and time for arrival/departure. Exhibitors that need/want to work longer than the posted hours should contact the on-site Floor Manager or Show Office.

### The Show Team

Joe O'Neal, *Show Manager* [joneal@nmma.org](mailto:joneal@nmma.org) Bob McAlpine, *Exhibitor Relationship Manager* [rmcalpine@nmma.org](mailto:rmcalpine@nmma.org)

Mary Steen, *Show Administrator* [msteen@nmma.org](mailto:msteen@nmma.org)

#### Show Office:

NMMA Boston  
350 Copleland St., Suite 1  
Quincy, MA 02169  
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Visit [NewEnglandBoatShow.com](http://NewEnglandBoatShow.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.

