



PROGRESSIVE  
New England  
BOAT SHOW  
SINCE 1955

February 8–16, 2020  
Boston Convention  
& Exhibition Center

NINE DAYS.

51,700+ BOATERS.

## UNLIMITED SALES OPPORTUNITIES.

### DID YOU KNOW?

The Progressive® Insurance New England Boat Show® is:

- The Northeast's BIGGEST boat sale
- A tradition for nearly 60 years
- A showcase for every major marine brand and product line

### MEET OUR AUDIENCE

The show draws a highly qualified audience of powerboaters, sailors, fisherman and water sports enthusiasts from throughout the New England states—Massachusetts, Rhode Island, Connecticut, Maine and Vermont.

**82% of exhibitors** reported they were satisfied/very satisfied with the quality of show attendees

**65%** of attendees own a boat

**95%** were repeat visitors

**34%** had a household income of \$151K or greater

**32%** had a household income of \$76K–\$150K

**30%** were ages 35–54

**39%** 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 is a dynamic, experiential marketplace that connects with people in a way no other form of 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

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

- **51,725 boaters** walked through the door in 2019
- **48%** said their primary reason to attend was “to buy”
- **62%** 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 on site and published online year-round—**69% of attendees** use the show guide to find products and navigate the show
- Year-round link on **NewEnglandBoatShow.com**—**49% of attendees** also visited the show site to look for product



# SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS



## BROADCAST MEDIA

Two weeks of strategic buys

Television/Cable generated 5.3 million impressions

Radio generated 4.8 million impressions



## SOCIAL MEDIA

A total of 1.2 million paid impressions on Facebook & Instagram



## DIGITAL MARKETING

Banner ads & search generated 4.3 million impressions



## EMAIL

217,014 emails delivered



## PUBLIC RELATIONS

Generated 115 total media hits & earned 17.1 million media impressions

## FACILITY AMENITIES

- The Boston Convention Center is a modern, state-of-the-art facility
- Convenient location in the heart of New England
- Easy access from all major highways leading into Boston

## RATES

### RESERVE YOUR SPACE TODAY!

<b>Bulk Space</b>	
Tier 1: 500–2,999 sq. ft.	\$11.00 sq. ft.
Tier 2: 3,000–5,999 sq. ft.	\$10.90 sq. ft.
Tier 3: 6,000 sq. ft. or more	\$10.80 sq. ft.
<b>Booth</b>	
Regular	\$16.45 sq. ft.
20' x 20'	\$13.50 sq. ft.

All rates include:

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

In-line booths also include back and side drape and company ID sign

## EXHIBITOR QUOTES

"We increased our sales level by 45% over last year."  
*Larry Russo Jr, MarineMax Massachusetts*

"Extremely pleased. We have sold boats and are on par with last year and we will exceed those numbers."  
*Jack White, 3A Marine*

"Great crowd at this year's show. People are buying boats and we are selling."  
*Bruce Wright, Irwin Marine*

## HOURS

### SHOW HOURS:

Saturdays, February 8 & 15, 10am–8pm

Sundays, February 9 & 16, 11am–6pm

Monday–Friday, February 10–14, 1pm–9pm

### MOVE-IN:

Tuesday–Friday, February 4–7, 8am–6pm

### MOVE-OUT:

Sunday, February 16, 6pm–11pm

Monday–Tuesday, February 17–18, 7am–6pm

## CONTACT

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Visit [NewEnglandBoatShow.com](http://NewEnglandBoatShow.com) for the latest show and exhibitor information.