

# The NMMA Advantage

## Exclusive Lead Generation Program

For the first time ever, at no additional cost, any boat dealer or NMMA Boat Manufacturer member who exhibits at an NMMA show can:

- Feature the products they're selling at the show on the show Web site
- Obtain consumer-generated leads in real time—Before, during and after the show
- Schedule appointments with prospects—Meet at the show or in their showroom



Here's how it works:

1. Any contracted exhibitor who is deemed "current" is eligible to participate.
2. Product that will be on display at the contracted show will be added to that show's Web site approximately 60–90 days prior to the show opening date; it will remain on the site until 30 days after the show closes.
3. Consumers browsing products can download information, request contact and/or schedule appointments to meet with dealers at the show or in the showroom.

**Be prepared.** Results of the Tampa Boat Show and Norwalk Boat Show test program revealed that consumers responded to listings as follows:

- 47% visited show exhibits on site or dealership showrooms
- 24% called dealerships directly
- 21% e-mailed dealerships directly
- 8% submitted online requests

Additional test program results:

- The earlier inventory was posted, the more frequently it was shopped.
- Individual boats were viewed by consumers between 35 and 450 times.
- The Tampa show site served 6200 searches in only four weeks, and the Norwalk site served 7700 searches.

**Visit TampaBoatShow.com to see the program in action.**

**Get the NMMA Advantage—Reserve your space today!**