



January 19–22, 2012
Baltimore Convention Center



Serious about sales? You can't afford to miss this show!

Wondering how to best market your company and products in today's economy? Worried about the future of your business? We can help!

Exhibiting at the Progressive® Insurance Baltimore Boat Show® offers you a way to dramatically increase the return on your marketing efforts by leveraging ours. In measurements that matter—attendee quality, marketing, media attention, special attractions—the Progressive Insurance Baltimore Boat Show delivers results that produce leads and sales.

Quality Attendees

Upset with the traffic in your store or showroom? Our attendees are motivated consumers who come to the show to see and buy boats and shop for gear and accessories they won't find elsewhere. As the biggest indoor boat show in the Mid-Atlantic, the show draws pleasure boaters, fishermen and water sports enthusiasts from Chesapeake Bay, Washington DC Metro, and the Delmarva Region.

Attendee Profile:

- 66% own a boat
- 56% are considering buying a boat
- 69% were 35–64 years old
- 50% were professionals/business owners
- 70% have a household income of \$75,000 or more
- 68% had attended the show in previous years

Bottom line: your sales force will see more highly qualified prospects in just four days of exhibiting than they will in a year on your sales or showroom floor—and that's good news for your bottom line!

Marketing & Media

Disappointed in your marketing results? Take advantage of our expertise to bolster 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 features attractions that are popular with consumers, keep them active, engaged and on the show floor longer.

FREE! Boat Finder—Post Inventory Online, Attract Customers Year-Round

Boats listed on the Show websites via Boat Finder were shopped more than 13,091 times last year. Participate early and generate more leads!

As a bonus, Boat Finder can also drive qualified prospects into your showroom. Consumers who visit the show's website and express interest in a boat will be offered free tickets to the show—which must be picked up at the participating dealer's showroom. NMMA pays for half of the ticket, and the other half is paid by you via NMMA's EGT program. Benefits?

- Creates a relationship with highly-qualified consumers
- Delivers one-on-one sales opportunities
- Builds prospect database
- Cost-effective: Pay only for tickets redeemed at show box office
- "Permission" selling—Prospects opt into visit and sales experience

Who can participate? Any boat dealer who has contracted for space is eligible to participate. The sooner your boat inventory is loaded onto BaltimoreBoatShow.com, the sooner you can benefit from this opportunity! For more information on Boat Finder, contact Tara Davis.

"The show looks great, and it's full of boats. We have spoken with many qualified people."

Woody Jackson, Jackson Marine Sales—Regal Boats

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	Member/MTAM	Non-Member
Bulk	\$5.40 sq. ft.	\$6.10 sq. ft.
Booth	\$7.70 sq. ft.	\$8.80 sq. ft.

All rates include:

- Material handling (cranes/forklifts)
- Exhibitor Credentials (limits apply)
- Pre-show freight warehousing and delivery to your space
- Show Guide listing, plus cross-reference listing
- Exhibitor listing and link to your website from BaltimoreBoatShow.com

Booth rates also include:

- Back and side drape

Important Dates & Times

Hours: Thursday–Friday, January 19–20, 11am–9pm; Saturday, January 21, 10am–9pm; Sunday, January 22 10am–5pm

Move-in: January 17–18, 2012

Move-out: 6pm January 22–January 23, 2012

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

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Visit BaltimoreBoatShow.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.



"Amazing crowds and amazing advertising. There was no mistaking the show was in town. I saw it advertised everywhere!"

Ed Franz, Horison's Ltd.