



January 23–26, 2020  
Baltimore Convention Center

**FOUR DAYS.**

**14,000+ BOATERS.**

**UNLIMITED SALES OPPORTUNITIES.**

## DID YOU KNOW?

The Progressive® Insurance Baltimore Boat Show® is

- Maryland's largest and longest running show
- A 60+ year tradition
- Baltimore's BIGGEST boat sale—The area's ONLY winter boat show

## MEET OUR AUDIENCE

The show draws boaters and fishermen from throughout Maryland, Washington DC, Pennsylvania and Virginia. 69% of exhibitors reported they were satisfied/very satisfied with the quality of show attendees.

**65%** of attendees own a boat

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

**33%** were ages 25–54

**82%** were repeat visitors

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

**39%** were ages 55–64

Sources: 2019 post-show attendee and exhibitor surveys

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

- More than **14,000 boaters** walked through the door in 2019
- **39%** said their primary reason to attend was “to buy”
- **82%** of attendees were interested in accessories/hardware
- **55%** of attendees were interested in electronics
- **37%** of attendees were interested in nautical gifts/clothing
- **32%** of attendees were interested in engines
- **32%** of attendees were interested in docks/marina equipment
- **67%** of attendees made a purchase

## 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



# SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS



## BROADCAST MEDIA

Two weeks of strategic buys

Television/Cable generated 4.5 million impressions

Radio generated 2.05 million impressions



## SOCIAL MEDIA

A total of 950K paid impressions on Facebook & Instagram



## DIGITAL MARKETING

Banner ads & search generated 3.2 million impressions



## EMAIL

85,902 emails delivered with a 21% open rate



## PUBLIC RELATIONS

Earned 182.6 million media impressions

## LOCATION

The Baltimore Convention Center is the mid-Atlantic's premier exhibit space:

- Expanding 32,750 sq. ft. to 211,3750 sq. ft. of contiguous exhibit space
- Directly connected to three hotels via skywalk and within walking distance of 8,000 hotel rooms
- Steps from the Inner Harbor and located off of two major interstates

## RATES

**SPACE SOLD OUT IN 2019! DON'T DELAY—  
RESERVE YOUR SPACE TODAY.**

	Member/MTAM	Non-Member
Bulk	\$7.85 sq. ft.	\$8.95 sq. ft.
Booth	\$9.95 sq. ft.	\$11.15 sq. ft.

Booth rates also include ID sign, back and side drape.

### Rates includes:

- Exhibitor Credentials (limits apply)
- Boat and material handling
- 30-day pre-show freight warehousing

## EXHIBITOR QUOTES

"The people at the show were buyers. Another good year for us!"  
*Marty Leininger, Golden Boat Lifts*

"The number of people was very strong and quality of people who attended was good as well."  
*Al Saunders, National Marine Underwriters*

## 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—**66% of attendees** use the show guide to find products and navigate the show
- Year-round link on **BaltimoreBoatShow.com**—**47% of attendees** visited the show website

## HOURS

### SHOW HOURS:

Thursday–Saturday, January 23–25, 10am–8pm  
Sunday, January 26, 10am–5pm

### MOVE-IN:

Tuesday–Wednesday, January 21–22, 8am–6pm

### MOVE-OUT:

Sunday, January 26, 6pm–10pm  
Monday, January 27, 8am–6pm

## CONTACT:

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Visit **BaltimoreBoatShow.com** for the latest show and exhibitor information.