



JANUARY 20–23, 2011

Minneapolis Convention Center

**THOUSANDS OF BOATERS
IN JUST 4 DAYS!**



YOUR CUSTOMERS WILL BE HERE, WILL YOU?

A favorite with boaters, fishermen and water sports enthusiasts from all over the Greater Twin Cities Metropolitan area, the Minneapolis Boat Show has been the upper Midwest's premier selling event for nearly 40 years!

Although recent times have been challenging, there are signs the economy is recovering: American's net worth rose 5.4% in 2009 and credit markets are slowly returning to normal. As a result, consumer confidence is rising and enthusiasts are in the mood to buy—tired of deferring their purchases and eager to pursue their passions.

Exhibiting is a cost-effective way for you to take advantage of this pent-up demand. In short, with uncertain options for spending your marketing dollars, the show is a certain way to meet highly qualified customers.

There's no better way to:

- Meet thousands of buyers face-to-face
- Raise your profile, build brand awareness and generate leads
- Demonstrate and introduce your products to interested consumers

Space is limited – Reserve Your Space Today!

WHAT'S NEW?

- New four-day format saves you money in staffing, lodging and meals and allows us to pass on the savings through our new dynamic pricing program!
- Weeknight show hours have been shortened; the show will close at 9pm—you asked and we listened!
- Back by popular demand—The Exhibitor Marketing Rewards program allows exhibitors to compete for great prizes including an exhibit space rebate!
- All exhibitors will receive complimentary tickets to distribute to their best customers (quantity based on exhibit space square footage)
- Youth ticket admission has been eliminated—now children 15 years and younger will be admitted FREE!
- New and expanded Special Features for every type of boater

REACH THE RIGHT PEOPLE

Attendees are motivated consumers who come to the show to see what's new in boats and shop for gear and accessories they won't find elsewhere. In fact, in a recent study conducted by Michigan State University, 71% of boat show visitors reported going to shows to shop for accessories.

Attendee Profile:

- 76% own a boat
- 50% are considering buying a boat
- 69% have a household income of \$75,000 or more
- 88% were 25–54 years old
- 44% travel more than 25 miles to attend the show
- 25% attended the boat show for the first time

SHOW AT-A-GLANCE

- State-of-the-art facility features 300,000 sq. ft. of display space with one main exhibit floor
- Ample parking and easy freeway access
- Skyways connect Convention Center to heart of downtown Minneapolis

FOCUS ON RESULTS: MARKETING

NMMA marketing works to boost attendance and drive qualified traffic. Each show is supported by a comprehensive marketing plan, developed by a dedicated staff of marketing professionals.

A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, online, e-mail and social media.

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

YOUR SUCCESS IS OUR SUCCESS

At NMMA our goal is to help you generate new business. We work year-round to produce shows that deliver the best possible return on investment for our exhibitors.

As an exhibitor in an NMMA-produced show, you also 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.

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NMMA ADVANTAGE: INTERACTIVE SHOW INVENTORY

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 Minneapolis Boat Show can feature the boats they're bringing to the show on the show website.

NMMA Advantage can help drive traffic to your booth and puts the money you invest in exhibiting to work for you before, during and after the show. Interested buyers can "pre-shop the show" from home.

Results from the program's first year are impressive. Consumers responded to listings as follows: the nearly 3,500 boats featured on show websites last year were pre-shopped more than 3 million times! Also impressive: 47% visited show exhibits on site or dealership showrooms and another 24% called dealerships directly. It's an incredible opportunity—but only if your boats are listed.

SHOW DETAILS

Rates—Booth Space:

10'x10' \$8.50 sq. ft. (\$850)

8'x10' \$10.00 sq. ft. (\$800)

Bulk Space:

Greater or equal to 7,000 sq. ft. \$4.00 sq. ft.

4,250 sq. ft. to 6,999 sq. ft. \$4.20 sq. ft.

Less than or equal to 4,249 sq. ft. \$4.40 sq. ft.

All rates include FREE:

- Company ID sign
- Material and boat handling
- Show directory listing in printed and digital version
- Link to your website year-round from MinneapolisBoatShow.com
- New, innovative and best-selling products highlighted on MinneapolisBoatShow.com, show press releases and on-site media
- Exhibitor credentials, lounge
- Exhibitor Guest Ticket program

Booth Displays include **FREE** back and side drape.

Hours:

Thursday–Friday, Noon–9pm | Saturday, 10am–9pm | Sunday, 10am–5pm

Move-in: January 18–20 | Move-out: January 23–24

Admission:

Adults: \$10 | **NEW!** Children (15 and younger): FREE

MINNEAPOLIS SHOW TEAM

Jennifer Thompson, *Show Manager*

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Visit MinneapolisBoatShow.com for the latest show details and information.

