



YOUR CUSTOMERS WILL BE HERE. WILL YOU?

January 20–24, 2010

Minneapolis Convention Center



SEE THOUSANDS OF CUSTOMERS IN JUST 5 DAYS.

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! In an uncertain economy it's a certain way to meet highly-qualified customers. Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

Reserve Space Today!

REASONS TO EXHIBIT

Exhibiting is a valuable sales and marketing tool; it offers you a once-a-year opportunity to showcase your product in a fun, consumer-friendly environment. It's an investment that delivers returns that can boost your bottom line all year long.

1. Cost-effective way to meet thousands of highly qualified, motivated buyers face-to-face
2. Desire/need for new products remains: Even in tough times, people pursue their passions. People attending shows are serious about their sport—and they come to buy.
3. Measurable results: Show impressions, leads and sales prove exhibiting is an effective use of marketing dollars.
4. Raise your profile and build brand awareness with people interested in your product
5. Today's busy consumers love to save time and effort: NMMA Shows offer consumers a one-stop shopping experience for boats and related products and services.

REACH THE RIGHT PEOPLE

Everyone who walks through the door is a potential customer: 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 just to check out accessories.

Attendee Profile

- 76% own a boat
- 50% plan to purchase a boat soon
- 44% travelled more than 25 miles to attend the show
- 88% were 25–64 years old
- 51% were professional/business owners
- 69% have a household income of \$75,000 or more

SHOW-AT-A-GLANCE

- State-of-the-art facility features 500,000 sq. ft. of display space with one main exhibit floor
- Ample parking and easy free-way access
- Skyways connect Convention Center to heart of downtown Minneapolis



FOCUS ON RESULTS

To motivate consumers today you must deliver real value. NMMA has the expertise and resources to invest in attractions, seminars and special features that turn our shows into “must-attend” events.

NMMA marketing is designed to boost attendance and drive qualified traffic to the Show. A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, online and e-mail. Public relations reinforce the advertising, working to generate show awareness and secure news stories in TV, newspapers and magazines.

Exhibiting at an industry-owned show also means your money works twice as hard. 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.

HOURS

Wednesday, 5pm–10pm; Thursday–Friday, Noon–10pm

Saturday, 10am–9pm; Sunday, 10am–5pm

Move-in: January 17–20

Move-out: January 24–25

ADMISSION

Adults: \$10, Youth (13–15): \$5

Children (12 and younger): FREE

RATES

Bulk Space: \$4.40 sq.ft.

Booth Space: 8' x 10' units \$800

10' x 10' units \$850

All rates include FREE:

- Company ID sign
- Material handling
- Boat handling
- Show directory listing
- Link to your website year-round from MinneapolisBoatShow.com
- Pre-show and on-site publicity
- Highlighting of new, innovative and best-selling products on MinneapolisBoatShow.com, show press releases and on-site media
- Exhibitor credentials
- Exhibitor Lounge
- Exhibitor Guest Ticket program

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

MINNEAPOLIS SHOW TEAM

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

