



# BOAT FINDER

## Boat Finder — Post Your Inventory Online, Attract Customers Year-Round

NMMA'S Boat Finder allows you to post your show inventory online; attendees and prospects can shop your product before they visit the show and schedule appointments with you onsite – giving you a chance to generate leads before, during and after the show.

Boats listed on Progressive® Insurance Strictly Sail® Chicago Boat Finder were shopped nearly **10,000** times last year on our [website](#). Take advantage of our FREE Boat Finder early and generate more prospects.

As an added bonus, Boat Finder provides you with an opportunity to drive extremely qualified prospects into your showrooms before the show. Consumers who visit the show's website and see a boat they're interested in will be offered free tickets to the show - tickets 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?

- Drives traffic to your showroom.
- Creates a relationship with highly-qualified consumers.
- Delivers one-on-one sales opportunities.
- Builds prospect database.
- Cost-effective-Pay only for tickets redeemed at the show.
- "Permission" selling — Prospect chose to visit and to opt into the sales experience.

Who can participate? Any boat dealer who has contracted for space or is a registered dealer is eligible to participate. The sooner your boat inventory is loaded onto [strictlysailchicago.com](http://strictlysailchicago.com), the sooner you can benefit from this opportunity! For more information on Boat Finder, please contact Lori Gleason at 312-946-6210 or [lgleason@nmma.org](mailto:lgleason@nmma.org).