



# Your customers will be here. Will you?



Strictly Sail boat shows are sailing's premier sales events; on land or in-water, no other shows deliver as qualified a sailing audience. Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

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 at a Strictly Sail boat show is a cost-effective way to take advantage of this pent-up demand. In fact, studies have shown that 70% of all sailors attend a boat show before they make a purchase. 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

## Focus on Results: Marketing

NMMA marketing works to boost attendance and drive qualified traffic. Each show is supported by a comprehensive marketing plan, put together 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.

**"Our Saturday sales at Strictly Sail Chicago were the best single day sales in our boat show history."**

*John C. Halter, Zarcor*

## Your Success is Our Success

At NMMA our goal is to help you generate 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 unequaled in the industry. Our show professionals are ready 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.

## NMMA Advantage: Exclusive 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 a Strictly Sail 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 products are listed.

## Strictly Sail® Chicago

January 27–30, 2011

Navy Pier Festival Hall, Chicago, IL

StrictlySailChicago.com

The country's largest indoor all-sail show, Strictly Sail Chicago draws avid sailors from all over the Midwest, eager to get a head start on their sailing season.

### Attendee Profile:

- 79% own a boat
- 65% plan to purchase a boat in the future; 6% actually purchased a boat at the show
- 88% attended the show to buy accessories
- 65% have a household income of \$75,000+

### Highlights:

- More than 200 seminars, including full-day certification seminars
- Remote control sailing pond

Rates	NMMA Member	Non-Member
<b>Bulk</b>	\$5.90 sq. ft.	\$7.15 sq. ft.
<b>Booth</b>	\$1,200 unit	\$1,350 unit

## Strictly Sail® Miami

February 17–21, 2011

RETURNING TO YOUR PREFERRED VENUE—Miamarina at Bayside, Miami, FL

StrictlySailMiami.com

In response to exhibitor needs and requests, Strictly Sail Miami 2011 is returning to its traditional all-sail format and location at Miamarina at Bayside. Held with the Miami International Boat Show®, Strictly Sail Miami is an essential event for the sailing industry, attracting sailors from all over the globe.

### Attendee Profile:

- 73% own a boat
- 57% plan to purchase a boat in the future; 16% actually purchased a boat at the show
- 82% attended the show to buy accessories
- 62% have a household income of \$75,000+

### Highlights:

- World's Cat Capital—offering the largest display of multihull sailboats in the world
- Largest collection of international boat builders
- Daily seminars
- Discover Sailing boat rides

Rates	NMMA Member	Non-Member
<b>In-Water</b>	\$5.85 sq. ft.	\$7.00 sq. ft.
<b>Bulk</b>	\$6.10 sq. ft.	\$7.25 sq. ft.
<b>Booth</b>	\$1,100 unit	\$1,250 unit



## ADDITIONAL SALES OPPORTUNITIES

Reach sailors from the strong East Coast sailing markets at these NMMA shows:

### Norwalk Boat Show

September 23–26, 2010

Norwalk Cove Marina

BoatShowNorwalk.com

One of the East Coast's premier fall sales events, the Norwalk Boat Show draws qualified buyers from the entire Northeast—including Connecticut's Gold Coast.

### New England Boat Show

February 26–March 6, 2011

Boston Convention and Exhibition Center

NewEnglandBoatShow.com

One of the largest and most respected boating marketplaces in the Northeast, the New England Boat Show has been the area's most complete boat show for more than 50 years.



## Strictly Sail Show Team

Kevin Murphy: 401.293.5207 or kmurphy@nmma.org

Joanne "JAM" Miller: 312.946.6245 or jmiller@nmma.org

