

**DEADLINE: December 9**

**THE 2012 PROGRESSIVE INSURANCE ATLANTIC CITY BOAT SHOW IS A MEDIA MAGNET AND PUTS YOUR NEW PRODUCTS AND BESTSELLERS IN THE SPOTLIGHT!**

There is a great opportunity for you to promote your hottest new products that will be available at the Progressive Insurance Atlantic City Boat Show. I am encouraging you to send me the below requested information to be included in the show press kit, on the show's web site and at the Press Office. Last year, hundreds of reporters, photographers, television producers and freelance writers got their information by referencing such sources.

While new boats and gear are important, trends in boat and accessory purchases are also newsworthy and are included in Show's press materials. Please don't hesitate to also submit your best selling models, provided they will be at the show, or any breaking news about your company.

**SHOW DIRECTORY, PRE-SHOW PRESS OUTREACH AND SHOW PRESS KIT**

Please fill out the public relations information form that was included with your contract or simply take a minute to e-mail the information requested. We're counting on you to supply the product information and photos. By submitting the requested information, you've taken the first step to increasing media coverage of your best-selling and hottest new products!

**Contact Sarah Ryser:** for editorial coverage in the Show directory

**Contact Sarah Ryser:** for the press kit and general Show outreach

Copy may be e-mailed, faxed or mailed. Photography may be sent as standard photographs, slides or as digital files (300 dpi or higher; JPEG, EPS, TIFF formats will be accepted.) To ensure electronic photos arrive in tact, we recommend sending the photos on CD but will also accept through e-mail @ [sryser@nmma.org](mailto:sryser@nmma.org).

**PLEASE MAKE SURE PHOTOS ARE PROPERLY IDENTIFIED**

Please note: The "What's New & What's Hot" section on the web site is updated on a regular basis. Remember, the sooner you send us your information, the more exposure you'll get! Please send or e-mail all information to:

**Atlantic City Boat Show Public Relations**

**Attn: Sarah Ryser**

**231 S. LaSalle Street**

**Suite 2050**

**Chicago, IL 60604**

**Phone: (312) 946-6285**

**Fax: (312) 946-0401**

**Please be sure to include the name of your company's contact person or outside public relations firm with a phone number and e-mail address.**

If you have questions or need further information, please call Sarah Ryser at 312-946-6285