



February 1–5, 2012
Atlantic City Convention Center



Be part of the Mid-Atlantic's Premier Marine Sales Event!

Wondering how to best market your company and products in today's economy? Worried about the future of your business? We can help!

Exhibiting at the Progressive® Insurance Atlantic City Boat Show® is a cost-effective way to promote your products and services. In the measurements that matter—attendee quality, marketing, media attention, special attractions—the Progressive Insurance Atlantic City Boat Show delivers results that produce leads and sales. Don't miss this opportunity to leverage our expertise to increase the return on your marketing efforts.

Quality Attendees

Upset with the traffic in your store or showroom? Our attendees are motivated consumers who come to the show to see and buy boats and shop for gear and accessories they won't find elsewhere. The show consistently delivers a ready-to-buy audience of boating and fishing enthusiasts from the entire metro-Philadelphia area—the show also draws attendees from as far south as Virginia and as far north as Maine!

Attendee Profile

- 95% have gone boating during the past year
- 83% of attendees own a boat
- 55% were considering buying a boat
- 56% were 35–54 years old
- 66% have a household income of \$75,000 or greater
- 89% traveled more than 25 miles to attend the show

Bottom line: your sales force will see more highly qualified prospects in just five days of exhibiting than they will in a year on your sales or showroom floor—and that's good news for your bottom line!

Marketing & Media

Disappointed in your marketing results? Take advantage of our expertise to energize your efforts. NMMA marketing drives qualified traffic to our shows and delivers millions of impressions to key buying demographics. A highly visible advertising campaign, featuring a strategic mix of print, broadcast, online, e-mail and social media launches in the weeks leading up to the show—as a result the show is THE marine event of the season.

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

Special Attractions

Frustrated with a shoe-string promotional budget? NMMA has the resources to invest in attractions that draw qualified consumers, keep them active and engaged and on the show floor longer. Plans for 2012 include 50% more features to enhance attendee's show experience:

- Discover Boating Center—Information & resources to help people become boaters
- Boating & Sailing Education Series and Boat Handling and DIY Clinics
- Affordability Pavilion—Showcase for entry-level boats

FREE! Boat Finder—Post Inventory Online, Attract Customers Year-Round

Boats listed on the Show websites via Boat Finder were shopped more than 22,172 times last year. Participate early and generate more leads!

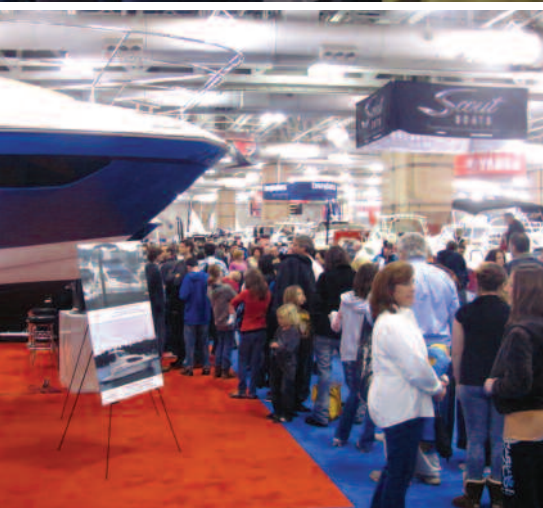
As a bonus, Boat Finder can also drive qualified prospects into your showroom. Consumers who visit the show's website and express interest in a boat will be offered free tickets to the show—which must be picked up at the participating dealer's showroom. NMMA pays for half of the ticket, and the other half is paid by you via NMMA's EGT program. Benefits?

- Creates a relationship with highly-qualified consumers
- Delivers one-on-one sales opportunities
- Builds prospect database
- Cost-effective: Pay only for tickets redeemed at show box office
- "Permission" selling—Prospects opt into visit and sales experience

Who can participate? Any boat dealer who has contracted for space is eligible to participate. The sooner your boat inventory is loaded onto ACBoatShow.com, the sooner you can benefit from this opportunity! For more information on Boat Finder, contact Jon Pritko.

"Good show, good attendance and high quality. We sold several boats."

Doug Nettles, Boston Whaler



Your Success Is Our Success

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

You can't afford to miss this event—Reserve your space today!

Rates	NMMA/MTA/NJ Member	Non-Member
Bulk (With carpet rental & installation)	\$11.30 sq. ft.	\$12.30 sq. ft.
Bulk (With exhibitor-owned carpet & installation)	\$11.05 sq. ft.	\$12.10 sq. ft.
Booth (10x10)	\$1,185	\$1,435

All rates include:

- Boat and material handling (forklifts)
- Show Directory listing, plus cross-reference listing
- Exhibitor listing on show website and link to your website from show's site ACBoatShow.com
- Pre-show freight warehousing and delivery to your space
- Exhibitor Credentials (limits apply)
- Boat inventory listing on official show website

Booth rates also include:

- Back and side drape
- One 6' table and two side chairs

Important Dates & Times

Hours: Wednesday–Friday, February 1–3, 11am–8pm; Saturday, February 4, 10am–8pm; Sunday, February 5, 10am–5pm

Move-in: January 28–31, 8am–5pm

Move-out: February 5, 5pm–9pm; February 6, 8am–5pm

Move-in/out dates and times are targeted. Exhibitors will receive notice of the exact date and time for arrival/departure. Exhibitors that need/want to work longer than the posted hours should contact the on-site Floor Manager or Show Office.

The Show Team

Jon Pritko, Show Manager

Phone: 718.707.0716 Email: jpritko@nmma.org

Dan Castellano, Exhibitor Relationship Manager

Phone: 718.707.0724 Email: dcastellano@nmma.org

Josh Rosales, Operations Coordinator

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Elba Rosales-Rice, Show Administrator

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Mailing Address

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Visit ACBoatShow.com for the latest show information. It's a **quick and easy** way to access all exhibitor materials—contracts, maps, rules and regulations—as well as review/select space options, request information and more.

“Today (Saturday) was the best day we ever had—in any show we’ve ever been in! It was the best day in our 16 years.”

Joanne Coltelino, Island Boat Lettering

“We’re really happy. We’re selling boats.”

Mike Aiello, MarineMax

“It’s been a great show with great crowds each day.”

Chris Gatley, Navionics

“It’s going very well. We’ve sold boats and have several deals pending.”

Rodney Antonioli, World Cat