



**PROGRESSIVE**  
**ATLANTIC CITY**  
**BOAT SHOW**

February 26–March 1, 2020  
Atlantic City Convention Center

**FIVE DAYS.**

**39,450+ BOATERS**

## DID YOU KNOW?

The Progressive® Insurance Atlantic City Boat Show® is

- The mid-Atlantic's largest show
- A 40-year tradition
- The best-attended marine sales event in the region

## MEET OUR AUDIENCE

Reach a ready-to-buy audience of boaters, fishermen and water sports enthusiasts from the entire Mid-Atlantic region, including New Jersey, New York, Greater Philadelphia area, Delaware and Maryland. **75% of exhibitors** reported they were satisfied/very satisfied with the quality of show attendees

**66%** of attendees own a boat

**24%** had a household income of \$151K or greater

**28%** were ages 35–54

**89%** were repeat visitors

**39%** had a household income of \$76K–\$150K

**37%** were ages 55–64

Sources: 2019 post-show attendee and exhibitor surveys

## CUTTING EDGE MARKETING

The way people shop is changing—to reach consumers today, you need to engage them. With high-quality attractions, immersive experiences, and interactive education the show is a dynamic, experiential marketplace that connects with people in a way no other form of marketing can.

- One-on-one interactions let you tailor your message to an individual
- Associates your brand with an event that is entertaining, educational and inspirational
- Experiences create brand loyalty that positively influence purchase decisions

## UNLIMITED SALES OPPORTUNITIES.

### REACH PROSPECTS AT THE BEST TIME TO SELL—WHEN THEY ARE LOOKING

- More than **39,450 boaters** walked through the door in 2019—up 2%
- **51%** said their primary reason to attend was “to buy”
- **80%** of attendees made a purchase
  - 44% purchased accessories/hardware
  - 35% purchased fishing tackle
  - 22% purchased nautical gifts/clothing


### NO OTHER SHOW DELIVERS MORE ROI FOR YOUR EXHIBITING DOLLAR

Enjoy **FREE** marketing exposure before, during and after the show.

- **Official Show Guide listing**—Distributed to visitors and published online year-round **63% of attendees** use the show guide to find products and navigate the show
- Year-round link on **ACBoatShow.com**—**45% of attendees** visited the show website



# SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS




### BROADCAST MEDIA

Two weeks of strategic buys


Television/Cable generated 11.6 million impressions

Radio generated 6.9 million impressions




### SOCIAL MEDIA

More than 31,190 total engagements on Facebook, Instagram & Twitter




### DIGITAL MARKETING

Banner ads & search generated 7.2 million impressions



### EMAIL

192,919 emails delivered



### PUBLIC RELATIONS

Generated 227 total media hits & earned 37 million media impressions

## RATES

YOU CAN'T AFFORD TO MISS THIS EVENT—  
RESERVE YOUR SPACE TODAY!

	NMMA Member	Non-Member
Bulk	\$14.45sq. ft	\$15.75 sq. ft.
Booth (10' x 10')	\$15.30 sq. ft.	\$18.30 sq. ft.

Bulk rates also include carpet rental.  
Booth rates also include company ID sign, one (1) 6-ft. draped table and two chairs, back and side drape

All rates include:

- Exhibitor Credentials (limits apply)
- Boat and material handling (forklifts/boat handling equipment)
- 30-day pre-show freight warehousing

## EXHIBITOR QUOTES

"We couldn't be happier with our display and the response we've been getting at the show. We're really looking forward to next year and to introducing our new line to this market."  
Justin Healey, Valhalla Boat Sales

"The shows been great so far, the people we're talking to are exactly the people we want to be talking to, really impressed!"  
Janine Campos, Mazu Sportfishing

## HOURS

SHOW HOURS:  
Wednesday–Friday, February 26–28, 11am–8pm  
Saturday, February 29, 10am–8pm  
Sunday, March 1, 10am–6pm

MOVE-IN:  
Saturday–Tuesday, February 22–25, 8am–5pm

MOVE-OUT:  
Sunday, March 1, 6pm–9pm  
Monday, March 2, 8am–5pm  
Tuesday, March 3, 8am–Noon

## CONTACT

Lauren Rosenblatt  
Exhibitor Relationship Manager  
Phone: 646.370.3577 | Email: lrosenblatt@nmma.org

Visit [ACBoatShow.com](http://ACBoatShow.com) for the latest show and exhibitor information.