



January 6–9, 2011
Nashville Convention Center
Nashville, TN

4 DAYS THAT CAN MAKE YOUR YEAR! RESERVE SPACE TODAY!

SERIOUS ABOUT SALES? YOU CAN'T AFFORD TO MISS THIS SHOW.

The Nashville Boat & Sportshow is a once-a-year sales event boasting the market's largest selection of boats under one roof and millions of dollars in inventory. Last year, more than 12,000 avid boaters and fishermen walked through the gates. Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

WHY EXHIBIT?

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 purchases and eager to pursue their passions.

Exhibiting is a cost-effective way for you to take advantage of this pent-up demand. In short, in an uncertain economy, exhibiting at the Nashville Boat & Sportshow is a certain way to meet highly-qualified customers. 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

REACH THE RIGHT PEOPLE

Attendees are motivated consumers who come to the show to see what's new in boats and shop for gear and accessories they won't find elsewhere. In fact, in a recent study conducted by Michigan State University, 71% of boat show visitors reported going to shows just to shop for accessories.

Attendee Profile

- 57% own a boat
- 62% have a household income of \$75,000 or more
- 46% are considering buying a boat
- 18% were 25–34 years old; 36% were 35–49 years old; 27% were 50–64 years old
- 68% had attended the show in previous years
- 55% traveled more than 25 miles to attend the show

SHOW-AT-A-GLANCE

- More than 300 boats, fishing tackle, boating accessories, fishing lodges and travel resorts
- World-class facility in the heart of historic, downtown Nashville features 120,000 sq. ft. of Class A exhibit space
- More than 2,000 hotel rooms plus restaurants, museums, live music and pro sports venues all within walking distance of the show site
- Daily seminars, special features, and family-friendly attractions earn media attention that boosts attendance
- Daily giveaways and promotions are popular with attendees and generate excitement



NASHVILLE BOAT & SPORTSHOW

FOCUS ON RESULTS: MARKETING

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

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 the Nashville Boat & Sportshow can feature the boats they're bringing to the show on the show website.

NMMA Advantage can help drive traffic to your exhibit 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 boats are listed.

"Everybody is happier, more upbeat and ready to buy. We started Sunday with sales of 15 boats and ended up with 20."

Ray Anderson, Anderson Marine

"People were ready to buy again. I gave my staff a (sales) number going into the show that I would be happy with and I exceeded that number."

Stuart Fraser, Clark Marine Sales



YOUR SUCCESS IS OUR SUCCESS

At NMMA our goal is to help you generate new 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 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.

SHOW TEAM

Kim Muncy, *Show Manager*
kmuncy@nmma.org

Pam LaFollette, *Exhibitor Relationship Manager*
plafollette@nmma.org

Show Office:

NMMA Louisville Office
143-A Arnold Drive
Shepherdsville, KY 40165
Phone: 502.957.1666 Fax 502.957.1690

Visit NashvilleBoatShow.com for the latest show information and to access all exhibitor materials, contracts, maps, rules and regulations.



JANUARY 6-9, 2011
NASHVILLE CONVENTION CENTER
NASHVILLE, TN

RATES

Bulk: Member \$3.20 sq.ft.
Non-member \$3.40 sq.ft.

Booth: 10' x 10' booth \$700

Tackle booth*: \$400 *Specific location only.

Rates include:

- Listing in the Official Show Directory
- Year-round link at NashvilleBoatShow.com

HOURS

Thursday, January 6 2pm-10pm
Friday, January 7 Noon-10pm
Saturday, January 8 10am-10pm
Sunday, January 9 11am-5pm

Move-in: Monday, January 3-Wednesday, January 5, 8am-5pm

Schedule will be posted in the Exhibitor Kit online by November 30, 2010

Move-out: Sunday, January 9, 5:01 pm-10pm
Monday, January 10, 8am-2pm
Move out begins upon the close of the show, when all attendees have exited safely.

- All booth exhibits will move out upon the close of the show Sunday, January 9
- All bulk space exhibits must be out of the facility by 2:00 pm Monday, January 10

ADMISSION

Adults: \$8.00
Children 15 & younger: FREE