



## **New & Free Opportunities at the 2010 New Orleans Boat & Sportshow**

A dedicated public relations team works year round to secure new stories in top TV, newspapers and magazines for the **New Orleans Boat & Sportshow**, and we want your help.

Please pass along the following information by **December 18, 2009** to help us better promote the 2010 Show, ensure all exhibitors new and **FREE** opportunities to gain additional media exposure and generate potential leads for your brand.

- **Affordability Pavilion:** "Get Into Boating for \$250 Per Month or Less." This pavilion will feature boats that can be financed for \$250 per month or less. Boat dealers who have exhibit space in the show can take advantage of this feature area at **NO COST**. If you have a boat you'd like to promote within this area, let us know!
- **Highlight New & Innovative Products:** Media are always looking for "new and hot" products. We promote these products in pre-show pitches, special advertising sections and on-site. What's your new product of the year?
- **Green Boating Zone Feature Area:** Eco-friendly boats, engines, accessories and lifestyle products are key points of interest. You will have the opportunity to showcase your *green* products for FREE in this zone, which is dedicated to education and information. Let us know if you have a green product to feature in this new area.
- **Get on Board with NMMA Advantage!** – New Online Lead Generation Tool: Gain additional exposure and potential sales leads at the 2010 New Orleans Boat & Sportshow by taking advantage of NMMA's new boat listing service at [www.neworleansboatshow.com](http://www.neworleansboatshow.com). Upon visiting the new page, show goers can plan ahead and search boats by brand, model and more, in addition to scheduling onsite appointments. Don't miss this **FREE** opportunity! Log on to [www.tampaboatshow.com](http://www.tampaboatshow.com) to view the **NMMA Advantage** in action, an example of how your product will show up on our website.

To submit your Affordability Pavilion, New & Innovative Products and Green Products, please contact the Show Manager or PR Manager, and they can supply you with more details. For more details on how to upload your show inventory to NMMA Advantage, contact the show manager.

**To Contact Show Manager:**

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