

**NEW ORLEANS  
BOAT & SPORTSHOW**



**JANUARY 27–30, 2011  
Morial Convention Center**

**RESERVE SPACE TODAY!**



**THE NEW ORLEANS BOAT SHOW IS NOW  
THE NEW ORLEANS BOAT & SPORTSHOW!**

The Gulf Coast's largest and longest-running boat show is now the area's most complete outdoor sales event: We're building on the show's 41-year history of success by adding more exhibit space and expanding the show to include hunting, resorts and lodges, more fishing, camping, outdoor gear, apparel and more! In a state that's known as a "Sportsman's Paradise" our new name better reflects all we have to offer outdoor enthusiasts and our new format means you'll see even MORE passionate prospects!

## YOUR CUSTOMERS WILL BE HERE. WILL YOU?

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 their purchases and eager to pursue their passions. Exhibiting is a cost-effective way for you to take advantage of this pent-up demand. The New Orleans Boat & Sportshow is a certain way to meet highly-qualified customers. There's no better way to:

- Meet thousands of highly qualified, motivated 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

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

### Attendee Profile:

- 65% own a boat
- 60% are considering buying a boat
- 65% were 35–54 years old
- 59% have a household income of \$75,000 or more
- 53% traveled more than 25 miles to attend the show

## FOCUS ON RESULTS

To motivate consumers today you have to deliver real value. NMMA has the expertise and resources to invest in marketing, attractions, seminars and other features that turn our shows into “must-attend” events for enthusiasts. NMMA marketing is designed to boost attendance and drive qualified traffic to the Show. A highly visible, fully integrated advertising campaign launches in the weeks leading up to the show, featuring a strategic mix of broadcast, print, online and e-mail. Public relations reinforces the advertising, working to generate show awareness and secure news stories in TV, newspapers and magazines.

Exhibiting at an industry-owned show also means your money works twice as hard. 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.

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

NMMA Advantage can help drive traffic to your booth and puts the money you invest in exhibiting to work for you before, during and after the show. Even if the weather keeps people away, interested buyers can “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.

## SHOW DETAILS

### Rates—Bulk Space:

NMMA/LMMTA Member: \$2.75 sq.ft. | Non-member: \$3.00 sq. ft.  
Includes forklift assistance and boat staging

### Booth Space:

NMMA/LMMTA Member: \$760.00 | Non-member: \$825.00  
Includes back drape and I.D. sign

### All rates include:

- Show directory listing, plus cross reference listing
- Link to your website year-round from [NewOrleansBoatandSportshow.com](http://NewOrleansBoatandSportshow.com)
- Pre-show and on-site publicity; press releases and media broadcasts
- New, innovative and best-selling products highlighted on show website's New Product Gallery
- Exhibitor credentials
- Exhibitor & Preferred Guest Ticket program

### Hours:

Thursday, 3pm–10pm | Friday, Noon–10pm | Saturday, 10am–10pm  
Sunday, 11am–6pm

## CONTACT US

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

