

PROGRESSIVE® INSURANCE

CHICAGO

BOAT, SPORTS & RV SHOW®

JANUARY 12 – 16, 2012



MCCORMICK PLACE-NORTH

The Progressive® Insurance Chicago Boat, RV & Outdoors Show® is one of the Midwest's premier outdoor sales events – the show has been a favorite with boaters, RVers, and outdoorsmen from throughout the Midwest for more than 80 years.

Produced by NMMA (National Marine Manufacturers Association) the show is supported by a strategic mix of broadcast, print, Internet, e-mail, social media and public relations that drives qualified traffic through the gate. The 5-day event features hundreds of exhibitors showcasing boats, marine accessories, RVs, fishing tackle and travel resorts and is an effective way to reach thousands of motivated, affluent outdoor enthusiasts.



FOR MORE INFORMATION VISIT

WWW.CHICAGOBOATSHOW.COM

advertising rates:

FULL PAGE

\$1,750

HALF PAGE

\$975

QUARTER PAGE

\$500

DOUBLE PAGE

\$3,100

INSIDE FRONT COVER DPS

\$4,750

INSIDE BACK COVER

\$2,000

OUTSIDE BACK COVER GATEFOLD

\$5,000

other items:

A-Z SPONSORSHIP

\$2,750

FLOORPLAN SPONSORSHIP

\$1,750

INSERTS

\$80 per 1,000

PROGRESSIVE® INSURANCE CHICAGO BOAT, SPORTS & RV SHOW®

Advertise in the **Official Show Guide**

THE PRODUCT:

The Official Show Guide will be 8.25" by 10.75", from 64 to 200 pages with gloss covers and perfect bound (hard spine). This upgraded Show resource will include everything attendees need to know about the Show including:

- Seminar Schedules
- Floorplans
- Show Features & Attractions
- Quality editorial to help buyers decide how and where to spend their money

It's the only platform that lets you reach the audience on the Show floor. A free copy of the Official Show Guide will be available to attendees at the main entrances and in high traffic areas within each Show.

THE CONCEPT:

The Official Show Guide is a valuable tool that enables attendees to plan their visit, navigate the Show easily and make the most of their time at the Show. With editorial content covering every segment of the industry, new product launches, previews and reviews, this is the industry's most comprehensive show guide.

The Official Show Guide is also an invaluable post-show resource which attendees keep and refer to after the show closes: on average, 45% of attendees keep the show guide for up to six months.

ATTENDEE PROFILE:

- 61% own a boat; 19% own an RV
- 52% plan to purchase a boat soon
- 71% are aged 35 - 54
- 60% travel more than 25 miles to attend the show
- 70% have a household income of \$75,000 or more



contact

There are numerous other editorial and promotional opportunities

CALL **ALISDAIR MARTIN 847 441 4122**

EMAIL **ALISDAIR@TRMGLLP.COM**

