



81ST ANNUAL CHICAGO BOAT, RV & OUTDOORS SHOW®

January 12–16, 2011

McCormick Place
Chicago, IL



FIVE DAYS THAT CAN MAKE YOUR YEAR!

RESERVE SPACE TODAY

The Chicago Boat, RV & Outdoors Show is one of the Midwest's premier sales events—the show has been a favorite with boaters, RVers, and outdoorsmen from throughout the Midwest for more than 80 years! In an uncertain economy, exhibiting at the Chicago Boat, RV & Outdoors Show is a certain way to meet these highly-qualified customers. 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 their purchases and eager to pursue their passions.

Exhibiting is a cost-effective way for you to take advantage of this pent-up demand. 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

“Traffic much better than expected with down economy. Sold more product this year than last year.”

Harold Wyland, Wyland's Marine

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 to shop for accessories.

Attendee profile:

- 61% of attendees own a boat
- 52% have gone boating in the past year
- 19% own an RV
- 70% have a household income of \$75,000 or more.
- 52% are considering buying a boat
- 71% were 35–54 years old
- 60% travel more than 25 miles to attend the show

SHOW AT-A-GLANCE

- 270,000 sq. ft. of exhibit space
- Family-friendly features such as Huck Finn Trout Pond and Dock Dogs help make the show a destination event
- Special attractions such as Affordability Pavilion and Antique & Classic Boat Display generate media attention that helps boost attendance

**You can't afford to miss this event—
Reserve your space today!**

“Lots of people, great leads, and sold some units! Keep up the great work. We will be back next year.”

Steve Kosla, Airstream of Chicago



CHICAGO BOAT, RV & OUTDOORS SHOW

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 or RV dealer or NMMA boat manufacturer member who exhibits at the Chicago Boat, RV & Outdoors Show can feature the boats or RVs 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. 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 features 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 products are listed.

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 unequaled in the industry. Our show professionals are ready 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

Keith Ogulnick, *Show Manager*
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Sherri Cuvala, *Exhibitor Relationship Manager*
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Show Office:

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Visit ChicagoBoatShow.com for the latest show details and information.

"This year's Chicago Boat Show not only exceeded our expectations but was a much needed breath of fresh air. If this show is a barometer for the selling season, it's going to be an exciting year!"

Dennis Radcliff, Monterey Boats

RENEWING? IT'S PAYBACK TIME!

We appreciate your business, and to reward your loyalty we're offering you the chance to earn a 5% discount on your exhibit space!

5% Renewal Incentive Rebate—
It's as simple as 1-2-3!

Renewing exhibitors who meet all three payment deadlines will receive a 5% rebate on their exhibit space! Qualifying is as simple as:

1. Renew your space by July 1
2. Meet all 3 payment deadlines
3. Receive a check for 5% of your exhibit space cost within 30 days of the close of the show!

Be sure to apply to take advantage of this program when you complete your exhibit space application/contract.

RATES

Bulk: Member \$6.15 sq.ft.
Non-member \$6.70 sq.ft.

RV Space: \$3.15 sq.ft.

Booth (10' x 10' units): Member \$8.30 sq.ft.
Non-member \$9.50 sq.ft.

All rates include FREE:

- Freight handling to and from exhibit space
- 30-day warehouse storage of carpet, freight and display materials
- Aisle carpeting

Booths less than 300 sq. ft.—
Save money and do it yourself!

Full-time employees may do the following:

- Hand-carry small items and pop-up displays
- Install/dismantle pop-up 10'x30' displays
- Install graphics, small signs etc. with velcro
- Simple electrical tasks, e.g. installing light bulbs
- Bring in table(s) and chair(s) when skirting is unnecessary

HOURS

Wednesday, 2pm–9pm;
Thursday & Friday, 11am–9pm;
Saturday, 10am–9pm; Sunday, 10am–5pm

Move-in: January 10 & 11

Move-out: January 16 & 17

HOTEL

Hyatt Regency McCormick Place
2233 S. Martin Luther King Drive
312.567.1234

New Reduced Rates: Single \$129, Double \$129
Book by August 31, 2010 and receive FREE parking!