



## 82ND ANNUAL CHICAGO BOAT, SPORTS & RV SHOW\*

January 12–16, 2012  
McCormick Place  
Chicago, IL

## BE PART OF THE MIDWEST'S PREMIER SALES EVENT!

Wondering how to best market your company and products in today's economy? Worried about the future of your business? We can help!

Exhibiting at the Chicago Boat, Sports & RV Show® is a cost-effective way to promote your products and services. In the measurements that matter—attendee quality, marketing, media attention, special attractions—the Chicago Boat, Sports & RV Show delivers results that produce leads and sales. Don't miss this opportunity to leverage our expertise to increase the return on your marketing efforts.

### QUALITY ATTENDEES

Not satisfied with the traffic in your store or showroom? Our attendees are motivated consumers who come to the show to see and buy boats and shop for gear and accessories they won't find elsewhere. The show has been a favorite with boaters, RVers, and outdoorsmen from throughout the Midwest for more than 80 years!

#### Attendee Profile

- 60% of attendees own a boat
- 53% have gone boating in the past year
- 20% own an RV
- 72% have a household income of \$75,000 or more
- 53% are considering buying a boat
- 70% were 35–54 years old
- 60% travel more than 25 miles to attend the show

Bottom line: your sales force will see more highly qualified prospects in just five days of exhibiting than they will in a year on your sales or showroom floor—and that's good news for your bottom line!

### MARKETING & MEDIA

Disappointed in your marketing results? Take advantage of our expertise to energize your efforts. NMMA marketing drives qualified traffic to our shows and **delivers millions of impressions to key buying demographics**. A highly visible advertising campaign, featuring a strategic mix of print, broadcast, online, email and social media launches in the weeks leading up to the show—as a result the show is THE marine event of the season.

Public relations efforts also reinforce the advertising, generate show awareness and secure news stories in TV, newspapers and magazines.

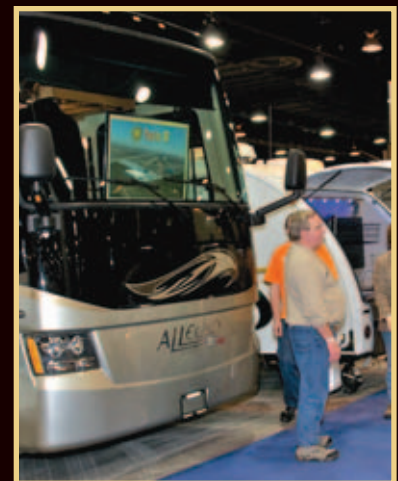
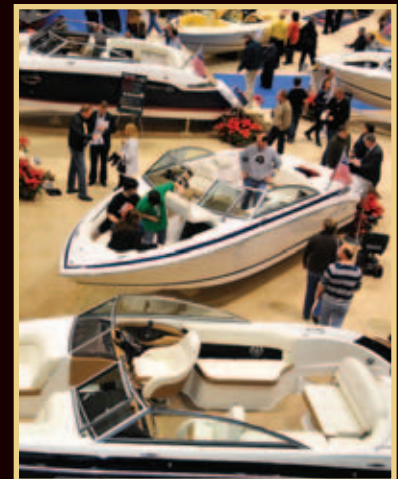
### SPECIAL ATTRACTIONS

Frustrated with a shoe-string promotional budget? NMMA has the resources to invest in attractions that draw qualified consumers, keep them active and engaged and on the show floor longer.

- Affordability Pavilion—Showcase for entry-level boats
- Family-friendly features such as Huck Finn Trout Pond and Rail Jam have become traditions attendees look forward to sharing

**“Best McCormick show ever! We sold units and are excited to see what happens in the next few weeks.”**

John Tessororf, Collier RV



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## NMMA ADVANTAGE: EXCLUSIVE LEAD GENERATION PROGRAM

Anxious because your advertising isn't generating enough leads? Combine the reach of online advertising with the power of on-site selling by participating in the NMMA Advantage Program. Any boat, PWC, RV dealer or NMMA boat manufacturer member exhibitor can take advantage of this program—at no additional cost!

- Feature the boats you're bringing to the show on [ChicagoBoatShow.com](http://ChicagoBoatShow.com)
- Obtain consumer-generated leads in real-time, before, during and after the show
- Schedule appointments with prospects—meet at the show or in your showroom

It's an incredible opportunity—but only if your product is listed.

## YOUR SUCCESS IS OUR SUCCESS

As an exhibitor in an NMMA-produced show, you 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.

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

“Setting records!”

Warren Moulis, Fox Lake Harbor/Bayliner, Avalon & Lund



## SHOW TEAM

Keith Ogulnick, *Show Manager*  
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Sherri Cuvala, *Exhibitor Relationship Manager*  
[scuvala@nmma.org](mailto:scuvala@nmma.org); 312.946.6240

Nick Ligammari, *Operations Manager*  
[nligammari@nmma.org](mailto:nligammari@nmma.org); 312.946.6279

Katie Wolford, *Shows Administrator*  
[kwolford@nmma.org](mailto:kwolford@nmma.org); 312.946.6205

### Show Office:

NMMA Chicago  
231 South LaSalle Street, Suite 2050  
Chicago, IL 60604  
800.985.2401 Fax 312.946.0401

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

“We are finding more qualified boaters than in past years. We closed sales at the show...we have never done that here before.”

Bob Boynton, Skyway Yacht Works

“...What a success! The crowds, the advertising, the interest in our product... incredible!”

Colin Carter, Bedford Sales/Ranger & Stratos Boats

## RATES

### Bulk Space:

**Tier 1, 500–2500 sq. ft.**  
Member \$6.15 sq.ft.  
Non-Member \$6.70 sq.ft.

**Tier 2, 2501–3200 sq. ft.**  
Member \$5.75 sq.ft.  
Non-Member \$6.30 sq.ft.

**Tier 3, 3201–4000 sq. ft.**  
Member \$5.25 sq.ft.  
Non-Member \$5.80 sq.ft.

**Tier 4, 4001+ sq. ft.**  
Member \$5.00 sq.ft.  
Non-Member \$5.55 sq.ft.

### RV Space:

\$3.15 sq ft.

### Booth Space (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
- Wi-Fi

### SAVE MONEY AND DO IT YOURSELF!

### Full-time employees may do the following:

- Set up and dismantle your own displays
- Use your own equipment, including ladders and hand tools

## HOURS

Thursday & Friday, January 12–13,  
11am–9pm

Saturday, January 14, 10am–9pm

Sunday, January 15, 10am–7pm

Monday, January 16, 10am–5pm

### Move-in:

Monday–Wednesday, January 9–11,  
8am–4pm

### Move-out:

Monday, January 16, 5pm–10pm

Tuesday, January 17, 8am–2pm

## HOTEL

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