

# CHICAGO BOAT, RV & OUTDOORS SHOW

## REACH THE RIGHT PEOPLE

Everyone who walks through the door is a potential customer: Attendees are motivated consumers who come to the show to see what's new and shop for gear and accessories they won't find elsewhere. The Show's unparalleled combination of products, services and attractions brings tens of thousands of willing, "ready-to-buy" customers to McCormick Place every year. In fact, in a recent study conducted by Michigan State University, 71% of show visitors reported going to shows just to check out accessories.

### Attendee Profile:

- 59% of attendees own a boat
- 18% own an RV
- 68% have a household income of \$75,000 or more.
- 51% are considering buying a boat
- 87% were 25–64 years old
- 64% travel more than 25 miles to attend the show

### SHOW-AT-A-GLANCE

- 350,000 sq. ft. of exhibit space
- Family-friendly features such as Huck Finn Trout Pond help make the show a destination event
- Special attraction generate media attention that helps boost attendance

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

"Extremely happy with attendance... exceeded our expectations!"

Mark Munson, Munson Ski & Marine

"The best show for sales and leads in the past few years."

Bob Gross, Pinecrest Marine

"Much better reception from performance boat crowd. We wrote many more deals than expected. Attendance exceeded expectations and we talked to many qualified buyers."

George Humann, Sequoit Harbor



### SHOW TEAM

Keith Ogulnick, *Show Manager*  
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Sherri Cuvala, *Sales Manager*  
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Nick Ligammari, *Operations Manager*  
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Dana Fennewald, *Public Relations Manager*  
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### Show Office:

NMMA Chicago  
200 East Randolph Drive, Suite 5100  
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800.985.2401 Fax 312.946.0401

Visit [ChicagoBoatShow.com](http://ChicagoBoatShow.com) for the latest show information. It's a quick and easy way to access all exhibitor materials, contracts, maps, rules and regulation, request information & more

"We were encouraged with the number of people that were here and we SOLD boats despite the tough economy."

Jerry Ipjian, Great Lakes Yacht Sales

"Best show in 15 years. Despite the economy, the crowd was buying."

Gloria Otto, GiGi Enterprises

"I have never booked this many weeks right at the show."

Joe Amundson, Spring Bay Resort



**McCORMICK PLACE  
CHICAGO, IL**

### RATES

<b>Bulk</b>	Member \$6.15 sq.ft. Non-member \$7.30 sq.ft.
<b>RV Space—linear</b>	\$4.25 sq.ft.
<b>RV Space</b>	\$3.15 sq.ft.
<b>Booth (10' x 10' units)</b>	Member \$830 Non-member \$950

### All rates include FREE:

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

### Booths under 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' x 30' displays
- Install graphics, small signs etc. with velcro strips
- Simple electrical tasks, such as installing light bulbs
- Bring in table(s) and chair(s) when skirting is unnecessary

### HOURS

Wednesday–Friday	11am–9pm
Saturday	10am–9pm
Sunday	10am–5pm

Move-in: January 8–9 & 11–12

Move-out: January 18 & 19

### ADMISSION

Adults	\$10
Youth 13–16	\$4
Children age 12 and younger	FREE