

# CHI CAGO

## A TRADI TI ON OF SUCCESS FOR 79 YEARS!

The Chicago Boat, RV & Outdoors Show offers an unparalleled combination of products, services and attractions that brings thousands of willing, “ready-to-buy” customers to McCormick Place every year. Last year’s five-day event drew nearly 50,000 highly-qualified prospects—a 16% increase from the previous year!

### ATTENDEE PROFI LE:

- 67% of attendees own a boat
- 83% have gone boating in the past year
- 17% own an RV
- 60% have a household income of \$75,000 or more
- 58% are considering buying a boat
- 78% were 25-54 years old
- 68% travel less than 50 miles to attend the show

### OVERVI EW:

- 350,000 sq. ft. of exhibit space
- “Buy a Boat/RV & Win” promotion gives attendees incentive to buy at the show
- Accessory Center showcases the latest gear and is staffed by experts to help attendees find what they need
- Special attractions such as Dock Dogs, The Powerboat Docking Challenge and the Freshwater Fishing Hall of Fame exhibit draw media attention that helps boost attendance
- Family-friendly features including Huck Finn Trout Pond and Captain Kids Discovery Point Zone help make the show a destination event



### CHI CAGO SHOW TEAM

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### SHOW OFFI CE:

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



**79TH ANNUAL  
 CHICAGO BOAT, RV  
 & OUTDOORS SHOW®**

McCORMICK PLACE  
 CHICAGO, IL

### RATES

- Bulk:** Member \$615/sq. ft.  
 Non-Member \$730/sq. ft.
- RV:** Bulk: \$315/sq. ft.  
 Linear: \$425/sq. ft.
- Booth (10x 10):** 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. —

### DO IT YOURSELF AND SAVE MONEY!

- Full-time employees may do the following:
- Hand-carry small items and pop-up displays
  - Install/dismantle pop-up 10x 30 displays
  - Install graphics, small signs etc. with velcro strips
  - Simple electrical tasks, such as installing light bulbs
  - Bring in table (\$) and chair (\$) when skirting is unnecessary

### HOURS

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

Move-in: January 8 9 12 13  
 Move-out: January 18 & 19

### ADM SSI ON

Adults \$10 • Youth 13-15 \$4  
 Children age 12 & younger FREE

“This was our best show in years!

We were thrilled with the number of boats we sold, including big ones!”

— Warren Mulis, Fox Lake Harbor