



**PROGRESSIVE**  
**CHICAGO** Boat,  
RV & Sail Show™

January 8–12, 2020  
McCormick Place, South Building

**FIVE DAYS.**

**42,890+ SHOPPERS.**

## DID YOU KNOW?

The Progressive® Insurance Chicago Boat, RV & Sail Show™ is

- Chicago's BIGGEST boating & outdoors sale
- An 80+ year tradition

## MEET OUR AUDIENCE

The show draws boaters, RVers, sailors and outdoor enthusiasts from throughout the Midwest.

**62%** of attendees own a boat

**28%** had a household income of \$151K or greater

**40%** were age 35–54

**15%** of attendees own an RV

**34%** had a household income of \$76K–\$150K

**33%** were age 55–64

Sources: 2019 post-show attendee and exhibitor surveys

## CUTTING EDGE MARKETING

The way people shop is changing—to reach consumers today, you need to engage them. With high-quality attractions, immersive experiences, and interactive education, the show is a dynamic, experiential marketplace that connects with people in a way no other form of marketing can.

- One-on-one interactions let you tailor your message to an individual
- Associates your brand with an event that is entertaining, educational and inspirational
- Experiences create brand loyalty that positively influence purchase decisions

## UNLIMITED SALES OPPORTUNITIES.

### REACH PROSPECTS AT THE BEST TIME TO SELL—WHEN THEY ARE LOOKING

- More than **42,890 boaters** walked through the door in 2019
- **30%** said their primary reason to attend was “to buy”
- **57%** of attendees made a purchase
- **77%** were repeat visitors


### NO OTHER SHOW DELIVERS MORE ROI FOR YOUR EXHIBITING DOLLAR

Enjoy **FREE** marketing exposure before, during and after the show.

- **Official Show Guide listing**—Distributed on site and published online year-round—**57% of attendees** use the show guide to find products and navigate the show
- Year-round link on **ChicagoBoatShow.com**



# SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS




### BROADCAST MEDIA

Two weeks of strategic buys


Television/cable generated 8.7 million impressions

Radio generated 6.97 million impressions




### SOCIAL MEDIA

17,744 total engagements on Facebook & Instagram




### DIGITAL MARKETING

Banner ads & search generated 5.5 million impressions



### EMAIL

349,782 emails delivered



### PUBLIC RELATIONS

Generated 209 total media hits & earned 588 million media impressions

## ABOUT THE SHOW

- **750,000 sq. ft.** of exhibit space
- **3 distinct zones:** The show features specific powerboat, sailing and RV sections, to make it easy for shoppers to find what they are looking for.

## RATES

### RESERVE YOUR SPACE TODAY!

	NMMA Member	Non-Member
<b>Bulk Space</b>		
Tier 1: 500–2,500 sq. ft.	\$8.25 sq. ft.	\$9.25 sq. ft.
Tier 2: 2,501–3,200 sq. ft.	\$7.80 sq. ft.	\$8.70 sq. ft.
Tier 3: 3,201–4,000 sq. ft.	\$7.15 sq. ft.	\$8.10 sq. ft.
Tier 4: 4,001 sq. ft.	\$6.90 sq. ft.	\$7.70 sq. ft.
<b>RV Space</b>	\$3.70 sq. ft.	
<b>Booth Space (10' x 10')</b>	\$1,085	\$1,230
<b>RV Space</b>	\$3.70 sq. ft.	

Complimentary boat trailer marshalling throughout move-in, all show days, and move-out of show.

#### All rates include FREE:

- Wi-Fi in public areas
- Freight handling to and from exhibit space
- Boat and boat trailer storage on all move-in/move-out and show days
- 30-day warehouse storage of carpet, freight and display materials
- Aisle carpeting

#### SHOW HOURS:

Wednesday, January 8, 2pm–8pm  
Thursday–Friday, January 9–10, 11am–9pm  
Saturday, January 11, 10am–8pm  
Sunday, January 12, 10am–5pm

#### MOVE-IN:

Thursday–Friday, Monday–Tuesday,  
January 2–3, 6–7, 8am–4pm  
Wednesday, January 8, 8am–12pm

#### MOVE-OUT:

Sunday, January 12, 6pm–10pm  
Monday, January 13, 8am–4pm  
Tuesday, January 14, 8am–2pm

### THE CHICAGO TEAM

**Keith Ogulnick**  
Show Manager  
312.946.6242 | kogulnick@nmma.org

**Sherri Cuvala**  
Exhibitor Relationship Manager  
312.946.6240 | scuvala@nmma.org

**Nick Ligammari**  
Director of Operations  
312.946.6279 | nligammari@nmma.org

**Joanne Miller**  
Operations Coordinator  
312.946.6245 | jmiller@nmma.org

**Rachel Harmon**  
Project Manager, Consumer & Trade Events  
312.946.6247 | rharmon@nmma.org

**Jessica Blankenship**  
Show Administrator  
312.946.6228 | jblankenship@nmma.org

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