



58TH ST. LOUIS BOAT & SPORTSHOW[®]

February 8–12, 2012
 America's Center &
 Edward Jones Dome
 St. Louis, MO

BE PART OF ONE OF THE BIGGEST BOAT AND SPORTS SHOWS IN THE U.S.!

Wondering how to target the right consumers? Concerned you don't know how to hook buyers in today's economy? How much would you sell if you could market your product to a guaranteed audience of sportsmen and outdoor enthusiasts?

Get ready to find out!

As one of the biggest boat and sports shows in the U.S., the St. Louis Boat & Sportshow[®] is a proven sales event that draws huge crowds. In the measurements that matter—attendee quality, marketing, media attention, special attractions—the St. Louis Boat & Sportshow 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

Bothered by lack of traffic in your store or showroom? Show attendees are motivated consumers—and by February they're more than eager to see what's new and get a head start on the upcoming season. Exhibiting at the St. Louis Boat and Sportshow is a cost-effective way to promote your product and services to these consumers—and profit from this pent-up demand. The show consistently delivers a ready-to-buy audience of avid boaters, sportsmen and outdoor enthusiasts from throughout Illinois and Missouri—attendance at last year's show was up 9%!

Attendee Profile

- 64% own a boat
- 40% are considering buying a boat
- 31% were 35–49 years old; 30% were 50–64; 18% were 25–34
- 55% have a household income of \$75,000 or more
- 82% have attended in previous years
- 53% traveled more than 25 miles to attend the show

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

SHOW-AT-A-GLANCE

- Longest-running, best-attended show in the market
- Great central location—St. Louis is within a day's drive of one-third of the U.S. population
- Daily giveaways are popular with attendees and encourage weekday attendance

MARKETING & MEDIA

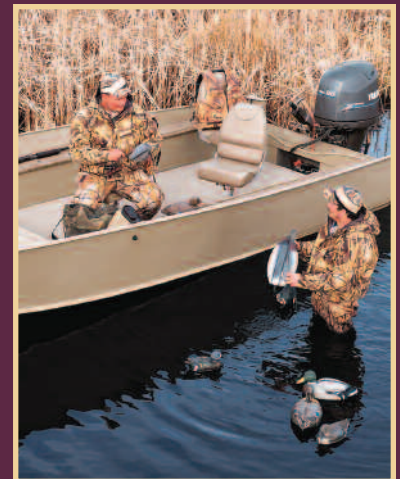
Disappointed in your marketing results? Take advantage of our expertise to energize your efforts. NMMA marketing drives qualified traffic to our shows and delivers millions of impressions to key buying demographics. A highly visible advertising campaign, featuring a strategic mix of print, broadcast,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

- Interactive/educational attractions such as Allstate Boating & Outdoor classroom, 3-D Pop-up Bowhunters Challenge, turkey calling/owl hooting seminars/contests draw enthusiastic crowds and keep them on the show floor
- Special attractions and family-friendly features such as the Becky Thatcher Trout Pond, Antique & Classic Boat Display, Dock Dog Competitions, draw media attention to help drive attendance
- Tim Woodson's sensational "Shark Boat"



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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 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 the StLouisBoatShow.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 grow boating, protect habitat and support fish and game restoration projects. 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 show—Reserve your space today!

"We came here direct from the factory and had no preconceived expectations. Boy have we been surprised! Great crowds and some real serious interest in our product. We can't wait to come back next year with a bigger presence."

Mike Perez, Sales Manager, Gambler/Sterling Boats

"Crowds are heavier. Sold slips on the first night."

Jan Desherlia, Grafton Chamber of Commerce



SHOW TEAM

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

"I have seen more buyers here than in the past 10 years. Two days ago I meet a new person. Today they came back and bought a 35-ft. Formula. I have personally sold two boats at the show."

Mark Niedrigerke, Formula at Lake of the Ozarks

"By the Saturday afternoon we surpassed our best year ever in sales. It is all record sales from now until Sunday at 5 o'clock"

Rick LaPoint, Razor Rods/Ricks Chamfered Guides Service

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RATES

Bulk Space:
Member \$3.80 sq.ft.
Non-member \$4.00 sq.ft.

Booth Space (10' x 10' units):
Member \$770
Non-member \$830

Fishing Tackle/Hunting Gear Booths:
\$415

Rates includes:

- Listing in Official Show Guide
- Year-round listing on StLouisBoatShow.com with link to your website
- 8' back wall and 3' side rails and identification sign (booth space)
- NMMA Advantage program (bulk space)

HOURS

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

Move-in:

Monday, February 6, 10am–6pm;
Tuesday, February 7 8am–6pm;
Wednesday, February 8, 8am–noon
Exhibitors will be assigned a move-in date and time.

Move-out:

Sunday, February 12, 5pm–10pm;
Monday, February 13, 8am–5pm

HOTEL

Holiday Inn Select Convention Center;
Drury Inn Convention Center;
Marriott Renaissance Suites Hotel