



56TH ST. LOUIS BOAT & SPORTSHOW

February 10–14, 2010

America's Center &
Edward Jones Dome
St. Louis, MO

YOUR CUSTOMERS WILL BE HERE. WILL YOU?

SEE THOUSANDS OF CUSTOMERS IN JUST FIVE DAYS.

One of the biggest boat and sport shows in the U. S., the St. Louis Boat & Sportshow has been known as the place for boating, fishing and outdoor enthusiasts to check out what's new, grab the latest "must-have" gadget and enjoy a few days of summer-inspired fun for more than fifty years. In an uncertain economy it's a certain way to meet highly-qualified customers. Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

REASONS TO EXHIBIT

Exhibiting is a valuable sales and marketing tool; it offers you a once-a-year opportunity to showcase your product in a fun, consumer-friendly environment. It's an investment that delivers returns that can boost your bottom line all year long.

1. Cost-effective way to meet thousands of highly qualified, motivated buyers face-to-face
2. Desire/need for new products remains: Even in tough times, people pursue their passions. People attending shows are serious about their sport—and they come to buy.
3. Measurable results: Show impressions, leads and sales prove exhibiting is an effective use of marketing dollars.
4. Raises your profile and builds brand awareness with people interested in your product
5. Today's busy consumers love the idea of saving time and effort: NMMA Shows offer consumers a one-stop shopping experience for boats and related products and services.

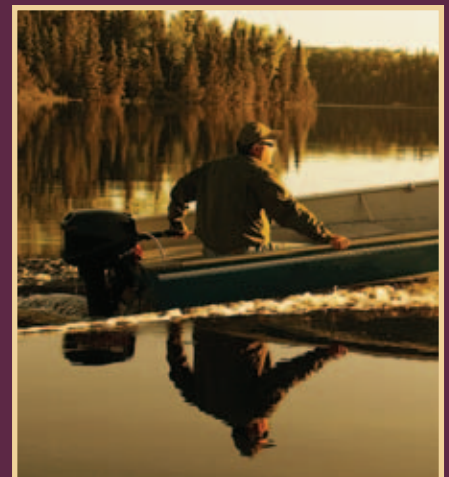
FOCUS ON RESULTS

To motivate consumers today you have to deliver real value. NMMA has the expertise and resources to invest in attractions, seminars and other special features that turn our shows into "must-attend" events for enthusiasts.

NMMA marketing is designed to boost attendance and drive qualified traffic to the Show. A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, online and e-mail. Public relations reinforce the advertising, working to generate show awareness and secure news stories in TV, newspapers and magazines.

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 professional show teams 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 twice as hard. 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.



ST. LOUIS BOAT & SPORTSHOW

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 in boats and shop for gear and accessories they won't find elsewhere. In fact, in a recent study conducted by Michigan State University, 71% of boat show visitors reported going to shows just to check out accessories. Last year's show drew nearly 40,500 sportsmen and outdoor enthusiasts from all over Illinois and Missouri.

Attendee Profile:

- 76% of attendees own a boat
- 92% have gone boating in the past year
- 58% have a household income of \$75,000 or more.
- 52% are considering buying a boat
- 75% were 25–54 years old
- 66% traveled less than 50 miles to attend the show

SHOW-AT-A-GLANCE

- Longest-running, best-attended show in the market
- More than 350,000 sq. ft. of first-class exhibit space, conveniently located in downtown St. Louis
- Great central location—St. Louis is within a day's drive to one-third of the U.S. population
- Daily giveaways are popular with attendees and bolster weekday attendance
- Family-friendly features such as the Trout Pond, Travelin' Fish Tank and Dock Dogs draw media attention that boost attendance

"We moved a lot of product. This is our first time at the St. Louis Boat and Sportshow and next year we want a much bigger space!"

Hoot Dougherty, Stahlman Power Sports

"We sold 150% more than our pre-show sales projections. We will need more boat exhibit space next year."

Jerry Simms, St. Charles Boat & Motor



SHOW TEAM

Mark Adams, *Vice President NMMA Sportshows*
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Show Office:

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Visit StLouisBoatShow.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.

"I think it is great so far. It works for us. We are definitely coming back."

Jay Hogan (First time exhibitor at an NMMA show),
Ridge Runners Guide Service

"This is the best opening days we ever had. These shoppers are qualified buyers."

Randy Heinlein, Owner of Metro East Marine

"Through Saturday we have sold more boats at the show than any other show we have been to. Mid-Missouri will be back next year."

Bill Wedel, Mid-Missouri Yacht Brokerage

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AMERICA'S CENTER &
EDWARD JONES DOME
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RATES

Bulk Member \$3.70 sq.ft.
Non-member \$3.90 sq.ft.

Booth Member \$690
Non-member \$750

Hunting & Tackle Booths \$375

Your rate includes all this:

- Free boat handling (bulk space)
- Free freight handling to and from exhibit space (booth & bulk)
- Free 30-day warehouse storage of carpet, freight & display materials (booth & bulk)
- 8' back wall and 3' side rails and identification sign (booth space)
- Free directory listing (booth & bulk)
- Year-round link at StLouisBoatShow.com

HOURS

Wednesday	5pm–10pm
Thursday	2pm–10pm
Friday	Noon–10pm
Saturday	10am–10pm
Sunday	11am–5pm

Move-in: Monday & Tuesday, February 8–9, 8am–7pm; Wednesday, February 10, 8am–3pm
Bulk exhibitors will receive a specific move-in schedule and assigned time.

Move-out: February 14, 5pm–10pm; February 15, 7am–5pm

ADMISSION

Adults	\$9
2-day Pass	\$14
Youth 13–15	\$5
Children 12 and younger	FREE
Online "Buy 3 get 4"	\$27