



57TH ST. LOUIS BOAT & SPORTSHOW

February 9–13, 2011

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

FIVE DAYS THAT CAN MAKE YOUR YEAR!

RESERVE SPACE TODAY!

For more than 50 years, 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. Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

WHY EXHIBIT?

Although recent times have been challenging, there are signs the economy is recovering: American's net worth rose 5.4% in 2009 and credit markets are slowly returning to normal. As a result, consumer confidence is rising and enthusiasts are in the mood to buy—tired of deferring purchases and eager to pursue their passions.

Exhibiting is a cost-effective way for you to take advantage of this pent-up demand. In an uncertain economy, it's a certain way to meet qualified customers. There's no better way to:

- Meet motivated buyers face-to-face
- Raise your profile, build brand awareness and generate leads
- Demonstrate and introduce your products to interested consumers

REACH THE RIGHT PEOPLE

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 shop for accessories.

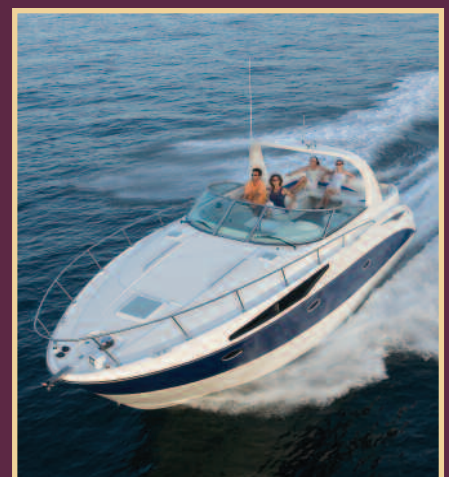
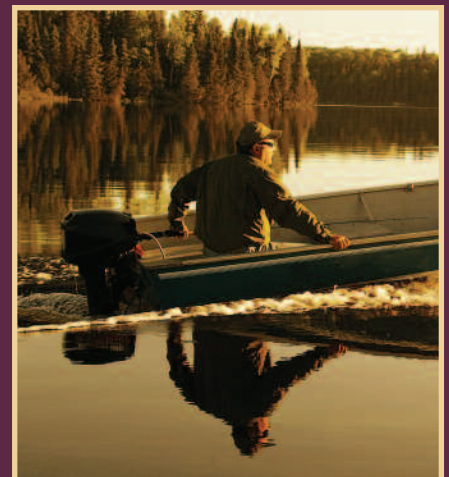
Attendee Profile:

Last year's show drew more than 40,000 sportsmen and outdoor enthusiasts from all over Illinois and Missouri.

- 76% of attendees own a boat
- 91% have gone boating in the past year
- 59% have a household income of \$75,000 or more
- 51% are considering buying a boat
- 75% were 35–54 years old
- 66% traveled more than 50 miles to attend

SHOW OVERVIEW

- 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 bolster weekday attendance
- Interactive/educational attractions such as fishing seminars and 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 Affordability Pavilion, Trout Pond and Texas Bass Tank draw media attention that boosts attendance



"We sold 10 boats and 20 Wave Runners"

Jim Cramer, Sturdyke Yamaha Marine

ST. LOUIS BOAT & SPORTSHOW

FOCUS ON RESULTS: MARKETING

NMMA marketing works to boost attendance and drive qualified traffic. Each show is supported by a comprehensive marketing plan, developed by a dedicated staff of marketing professionals.

A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, online, e-mail and social media.

Public relations reinforce the advertising, generate show awareness and secure news stories in TV, newspapers and magazines.

NMMA ADVANTAGE: EXCLUSIVE INTERACTIVE SHOW INVENTORY

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 who exhibits at the St Louis Boat & Sportshow can feature the boats they're bringing to the show on the show website.

NMMA Advantage can help drive traffic to your exhibit and puts the money you invest in exhibiting to work for you before, during and after the show. Interested buyers can "shop the show" from home.

Results from the program's first year are impressive. Consumers responded to listings as follows: the nearly 3,500 boats featured on show websites last year were pre-shopped more than 3 million times! Also impressive: 47% visited show exhibits on site or dealership showrooms and another 24% called dealerships directly. It's an incredible opportunity—but only if your boats are listed.

YOUR SUCCESS IS OUR SUCCESS

At NMMA our goal is to help you generate business. We work year-round to produce shows that deliver the best possible return on investment for our exhibitors.

As an exhibitor in an NMMA-produced show, you also 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 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.

SHOW TEAM

Mark Adams, *Vice President NMMA Sportshows*
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Keith Ogulnick, *Exhibitor Relationship Manager—Fishing Tackle and Marine Accessories*
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Sherri Cuvala, *Exhibitor Relationship Manager—Travel/Resorts*
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Nick Ligammari, *Operations Manager*
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Show Office:

NMMA St. Louis Office
P.O. Box 220196
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314.821.5400 Fax 866.521.6015

Visit StLouisBoatShow.com for the latest show information.

"The weekend crowds were great! Sales were higher than expected and the stack of qualified leads for post-show follow up is incredible."

Dave McCormick, Nameoki Village Marine

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AMERICA'S CENTER &
EDWARD JONES DOME
ST. LOUIS, MO

RATES

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

Booth: Member \$690.00
Non-member \$750.00

Hunting & Tackle Booths: \$375.00

Rates include:

- 8' back wall and 3' side rails and identification sign (booth space)
- Free directory listing
- Year-round listing/link at StLouisBoatShow.com

HOURS

Wednesday, February 9 5pm–10pm
Thursday, February 10 2pm–10pm
Friday, February 11 Noon–10pm
Saturday, February 12 10am–9pm
Sunday, February 13 11am–5pm

Move-in: Monday, February 7, Noon–8pm;
Tuesday, February 8, 8am–6pm;
Wednesday, February 9, 8am–3pm
Bulk exhibitors will receive a specific move-in schedule and assigned time.

Move-out: February 13, 5pm–10pm;
February 14, 8am–4pm

HOTELS

Holiday Inn Select St. Louis
811 North Ninth Street
St. Louis, MO 63101

Drury Inn & Suites Convention Center
711 North Broadway
St. Louis, MO 63102

St. Louis Renaissance Grand & Suites Hotel
800 Washington Ave.
St. Louis, MO 63101

ADMISSION

Adults: \$9
2-day Pass: \$14
Children 15 and younger: FREE
Online offers: \$2 discount or
Buy 3 tickets get one FREE