



## PRESS COVERAGE

Feature your **NEW** product or latest introduction in the Progressive Insurance Norwalk Boat Show press kit, online **NEW** product gallery and pre-Show media materials -- it's easy!

Just send a short blurb about the product introduction(s) you're making at the Show and a jpeg or photo, and ... voilà, you'll be there! We release media materials starting in July and put press materials online by mid-August then update all on a regular basis until Showtime. The sooner you send us the information, the more exposure you'll get! (If you are not the person who can make this happen, please pass this information along.

### PRESS & MARKETING

**Please e-mail your contact and product information (and high resolution jpegs too if available) to Colleen Richardson at 312.946.6201 or crichardson@nmma.org.**

To be included in the Show press kit and general pre-Show outreach, please get us your information by Monday, August 7.

---

#### Media Coverage at the Show Can Put the Focus on You

Press Coverage

It pays to keep us in the loop. NBS17 coverage comes from the Press Center staff recommending what's a "must-see" on the show floor, along with our up-to-the-minute "What's New & What's Hot" list distributed to media on site. For last minute news right before the show and at the Show, you can add your new product info to our Show "sizzle" by letting the Press Center know your news.

TRMG Publication

TRMG Ad Specs

Sponsorship  
Opportunities

Many media still like to work with hard copies or CD's of product information instead of electronic. Please bring 20 press kits or CD's to the Press Center on Wednesday, September 20th, for distribution to the on-site media. If you wish to send them in advance, please contact Colleen Richardson at 312.946.6201 or crichardson@nmma.org for shipping instructions.

Please be sure to include your company's contact person or outside public relations firm with a phone number and e-mail address.

**For more information, please contact Colleen Richardson at 312.946.6201 or crichardson@nmma.org.**

*Thanks for helping us make the Progressive Insurance Norwalk Boat Show a media magnet!*

**PROGRESSIVE**  
**NORWALK**  
  
**BOAT SHOW**

# Media Information 2017



[Click here to view a digital version of a show guide](#)

[Click here to view an example of video content on a digital guide](#)

**T**he Progressive® Insurance Norwalk Boat Show® show guide is the platform to communicate with and influence the visitors who attend this event. The show guide provides the visitor with a succinct, user-friendly tool to plan their time at the event and educate themselves about some of the products and services they are shopping for.

The unique benefit of this media is that it is **non-interruptive**. Unlike most advertising media which gets in the way of consumers interests, this platform allows you to communicate with buyers while they are actively shopping for marine related products and services. You'll reach motivated shoppers at the best time to make a sale—when they are making buying decisions.

### ONLINE DISTRIBUTION

These show guides are e-mailed out to a 100% opt-in database of over 77,400 consumers, and are posted on the show website and on all of our social media. Online readership exceeds 2,900 users and 98,600 page views, with an average read time of 4.5 minutes.

### ONSITE DISTRIBUTION

A printed version of the show guide, which is included in the ticket cost, is also given to all visitors as they enter each event. We distributed over 14,800 at the 2016 show.

### MARKETING YOUR PRODUCTS/SERVICES

There are various options available and all performs a slightly different objective:

- Video content
- Editorial features
- Traditional advertising space
- Listing upgrades

We also offer standard digital banner advertising on the show websites and pre-show email campaigns.

### Advertising Rates

- Cover positions **Available on request**
- Double page editorial spread with video content **\$3,100**
- Full page **\$1,750**
- Quarter page **\$500**
- Banner on show website:  
 Headline **\$3,000**  
 Standard **\$1,750**
- Banner on e-mail campaign **\$1,750**
- A-Z entry upgrades  
 Add photo, logo & boxout **\$250**  
 Add logo **\$100**

For further information please contact Alisdair on **847 868 1810** or [alisdair@trmgllp.com](mailto:alisdair@trmgllp.com)



# 2017 Cheat Sheet

SHOW	SHOW GUIDE						WEBSITE			E-MAIL CAMPAIGN		
	Show Date	2016 Attendance	Print Distribution	Total Digital Visitors	Total Page Views	Full Page Ad Rate	Double Page with Video Rate	Website Annual Impressions	Headline Banner Rate	Standard Banner Rate	E-mail database*	Banner Rate
1 Chicago Boat, RV & Strictly Sail Show (SPRT)	Jan 11-15	47,359	27,500	18,629	709,980	\$3,100	\$6,000	157,323	\$5,000	\$3,000	302,774	\$3,000
2 Atlanta Boat Show (P)	Jan 12-15	25,167	12,000	7,514	267,510	\$1,750	\$3,100	79,727	\$3,000	\$1,750	135,130	\$1,750
3 Minneapolis Boat Show (P)	Jan 19-22	33,656	15,000	7,041	278,851	\$1,750	\$3,100	92,154	\$3,000	\$1,750	121,820	\$1,750
4 Nashville Boat & Sportshow (SPRT)	Jan 19-22	15,339	8,000	3,689	106,148	\$1,750	\$3,100	43,878	\$3,000	\$1,750	33,048	\$1,750
5 Kansas City Boat & Sportshow (SPRT)	Jan 19-22	19,363	11,000	4,226	132,774	\$1,750	\$3,100	45,195	\$3,000	\$1,750	49,377	\$1,750
6 Louisville Boat, RV & Sportshow (SPRT)	Jan 25-29	35,070	20,000	7,397	220,483	\$1,750	\$3,100	73,275	\$3,000	\$1,750	69,825	\$1,750
7 New York Boat Show (P)	Jan 25-29	35,757	22,000	10,640	400,928	\$3,100	\$6,000	151,946	\$5,000	\$3,000	220,398	\$3,000
8 Baltimore Boat Show (P)	Jan 26-29	12,664	7,500	4,176	127,763	\$1,750	\$3,100	54,301	\$3,000	\$1,750	77,709	\$1,750
9 St Louis Boat & Sportshow (SPRT)	Jan 26-29	21,909	12,500	6,133	182,058	\$1,750	\$3,100	64,323	\$3,000	\$1,750	45,030	\$1,750
10 New England Boat Show (P)	Feb 11-19	51,576	23,000	15,034	542,326	\$3,100	\$6,000	170,026	\$15,000	\$11,000	107,041	\$3,000
11 Miami International Boat Show (P) & Strictly Sail (S)	Feb 16-20	100,279	55,000	52,197	2,511,868	\$6,000	\$11,000	513,103	\$5,000	\$3,000	446,161	\$9,000
12 Strictly Sail Miami (S)	Feb 16-20	18,243	9,000	3,778	104,401	\$1,750	\$3,100	40,848	\$3,000	\$1,750	-	\$1,750
13 Atlantic City Boat Show (P)	Mar 1-5	35,225	18,500	8,708	313,450	\$1,750	\$3,100	128,464	\$3,000	\$1,750	164,749	\$1,750
14 Northwest Sportshow (SPRT)	Mar 23-26	32,096	18,000	8,724	294,125	\$1,750	\$3,100	91,220	\$3,000	\$1,750	50,950	\$1,750
15 Tampa Boat Show (P)	Sept 8-10	20,836	10,000	4,578	168,528	\$1,750	\$3,100	53,659	\$3,000	\$1,750	39,848	\$1,750
16 Norwalk Boat Show (P)	Sept 21-24	14,839	10,000	2,978	98,670	\$1,750	\$3,100	45,357	\$3,000	\$1,750	77,457	\$1,750

## NMMA Boat Shows 2017 Specs

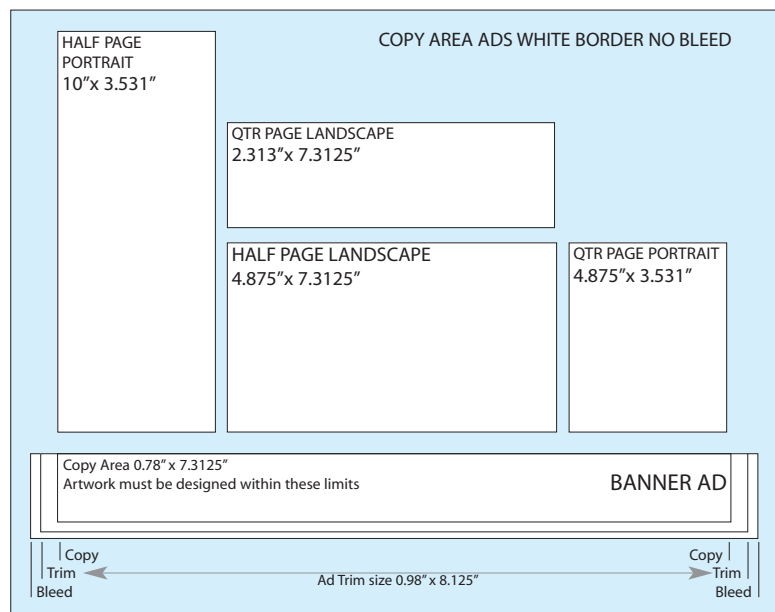
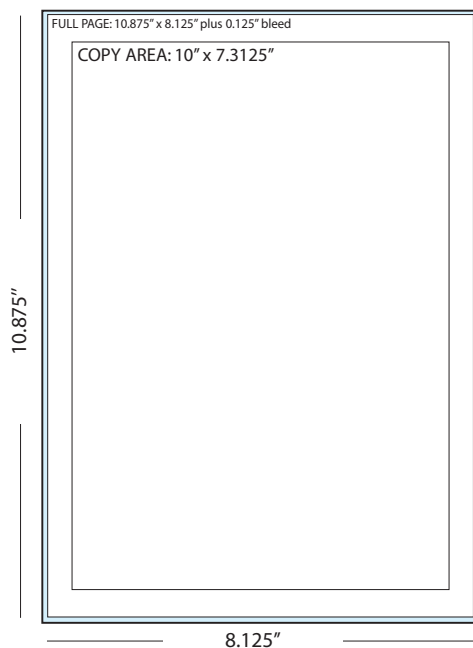
All dimensions are in inches

**Trimmed size:** 10.875" x 8.125" • **Bleed size:** 11.125" x 8.375"

Contact: Tracey Killick

Email: [tracey@trmg.co.uk](mailto:tracey@trmg.co.uk)

Telephone: +44 (0)1707 273 999 extension 245



**PLEASE NOTE:** When designing your artwork please take special care to ensure that company logos, contact details or any other important information is kept within the copy area of **10" x 7.3125"**. If your artwork has any important elements close to the trim line, you may be asked to resupply it. Please contact Ad Production if you have any questions.

**Double Page Spread (DPS) Sizes: 10.875" x 16.25" plus 0.125" bleed all around.**

When designing a DPS ad allowance must be made for some loss of image due to binding. Please call Ad Production to ascertain required allowance.

**ARTWORK:** Please supply all artwork designed to the correct dimensions above as a high resolution (300 dpi) PDF with all colors converted to CMYK and all fonts embedded.

**PROOFS:** Where possible, please supply a calibrated CMYK color proof of your artwork.

**MEDIA:** Files may be supplied on CD or uploaded via File Exchange at <http://web.trmg.co.uk/filex2/> (please call for login details)

Please send artwork files via email to [tracey@trmg.co.uk](mailto:tracey@trmg.co.uk)

Telephone +44 (0)1707 273 999 extension 245

TRMG Ltd reserves the right to reject any advertising material due to it being unsuitable for use in the publication, at its sole discretion.



# SPONSORSHIP OPPORTUNITIES

Join our partnering sponsors!

Sponsorship is a great way to create additional exposure.

To become a sponsor of the 2017 Norwalk Boat Show, please contact:

**John Marcinek**

Director, Integrated Marketing  
National Marine Manufacturers Association

Phone: 312.946.6258

Email: [jmarcinek@nmma.org](mailto:jmarcinek@nmma.org)

PRESS &  
MARKETING

---

Press Coverage  
TRMG Publication  
TRMG Ad Specs  
Sponsorship  
Opportunities



*PROGRESSIVE*

