



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 6.

Media Coverage at the Show Can Put the Focus on You

Press Coverage

It pays to keep us in the loop. NBS18 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 19th, 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!