

39TH ANNUAL
BOAT SHOW

January 20-23, 2011

Minneapolis
Convention Center



www.minneapolisboatshow.com



Featuring the upper Midwest's best selection of new boats and hundreds of booths showcasing the very latest in engines, electronics, fishing gear and accessories, the Minneapolis Boat Show has been a proven sales event for 39 years, delivering thousands of motivated buyers—boaters, fishermen and water-sports enthusiasts— from a five-state area.

Produced by NMMA (National Marine Manufacturers Association) the show is supported by a strategic mix of broadcast, print, Internet, e-mail, social media and public relations that drives qualified traffic through the gate.

Produced by

NMMA[®]
BOAT SHOWS





MINNEAPOLIS BOAT SHOW

Official Show Guide

This year we are pleased to announce a brand new, exciting element to the Minneapolis Boat Show

THE PRODUCT:

The Official Show Guide will be 8.25" by 10.75", from 64 to 200 pages with gloss covers and a perfect bound (hard spine). This upgraded show resource will include everything attendees need to know about the show including:

- Seminar schedules
- Floor plans
- Show features & attractions
- Quality editorial to help buyers decide how and where to spend their money

It's the only platform that lets you reach the audience on the show floor. A free copy of the Official Show Guide will be available to attendees at the main entrances and in high traffic areas within each show.

THE CONCEPT:

The Official Show Guide is a valuable tool that enables attendees to plan their visit, navigate the show easily and make the most of their time at the show. With editorial content covering every segment of the industry, new product launches, previews and reviews, this is the industry's most comprehensive show guide.

The Official Show Guide is also an invaluable post-show resource which attendees keep and refer to after the show closes: on average, 45% of attendees keep the show guide for up to six months.

ATTENDEE PROFILE:

- 76% own a boat
- 50% planned to purchase a boat soon
- 16% aged 25-34; 30% aged 35-44; 32% aged 45-54
- 44% traveled more than 25 miles to attend the show
- 51% were professional/business owners
- 69% had a household income of \$75,000 or more

ADVERTISING RATES:

Full Page
\$1,750.00

Half Page
\$975.00

Quarter Page
\$500.00

Double Page
\$3,100.00

There are numerous other **editorial** and **promotional** opportunities.

CALL Alisdair for more information

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