



PRESS & MARKETING

THE 2019 *PROGRESSIVE INSURANCE ATLANTIC CITY BOAT SHOW* IS A MEDIA MAGNET AND PUTS YOUR NEW PRODUCTS AND BESTSELLERS IN THE SPOTLIGHT!

There is a great opportunity for you to promote your hottest new products that will be available at the Progressive Insurance Atlantic City Boat Show. I am encouraging you to send me the below requested information to be included in the show press kit, on the show's web site and at the Press Office. Last year, hundreds of reporters, photographers, television producers and freelance writers got their information by referencing such sources. While new boats and gear are important, trends in boat and accessory purchases are also newsworthy and are included in Show's press materials. Please don't hesitate to also submit your best selling models, provided they will be at the show, or any breaking news about your company.



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SHOW DIRECTORY, PRE-SHOW PRESS OUTREACH AND SHOW PRESS KIT

Please fill out the public relations information form that was included with your contract or simply take a minute to e-mail the information requested. We're counting on you to supply the product information and photos. By submitting the requested information, you've taken the first step to increasing media coverage of your best-selling and hottest new products!

Contact Colleen Richardson: for editorial coverage in the Show directory
Contact Colleen Richardson: for the press kit and general Show outreach

Copy may be e-mailed. Photography may be sent as standard photographs, slides or as digital files (300 dpi or higher; JPEG, EPS, TIFF formats will be accepted.)



Press Coverage

TRMG Ad Specs

TRMG Publication

Sponsorship Opportunities

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

If you have questions or need further information, please call **Colleen Richardson** at 312-946-6201