

Due Date: December 30, 2010
NMMA-Miami Boat Show Attn: Sarah Ryser
sryser@nmma.org
Ph: 312-946 6285/ Fax: 312-946-0401



Take advantage of your NMMA show team! The following contacts **can help you maximize your Miami International Boat Show experience** and product exposure through public relations efforts, sponsorship opportunities and our new online inventory listing service developed to bring quality customers to your door – the NMMA Advantage.

Public Relations

A dedicated public relations team works year round to build buzz for the Miami International Boat Show, securing news stories in TV, newspapers and magazines throughout the region. PR efforts help reinforce the ad campaign, reach a wider audience and ultimately help build excitement and momentum for the show.

Contact Sarah Ryser, NMMA PR Manager, 312, 946-6285, sryser@nmma.org with the following information:

- ▶ What's your "Best in Show"? – looking for new, ground breaking and unique product introductions
- ▶ To schedule a press conference
- ▶ Online Product Showcase information – a free opportunity for you to promote your product pre-show to consumers and the media

Sponsorship Opportunities

John Marcinek
Integrated Marketing Director
312-946-6258
jmarcinek@nmma.org

David Perez
Sponsorship Manager
312-946-6201
dperez@nmma.org

NMMA Advantage Program

NMMA Advantage allows you to generate real-time leads before, during and after the show at NO COST by showcasing your 2011 boat show inventory online to potential buyer at www.miamiboatshow.com

Contact Cathy Rick-Joule at crick-joule@nmma.org or (954) 441-3231 for more information on how to take advantage and get your product inventory listed.