

CHICAGO BOAT, RV & OUTDOORS SHOW
KEY MESSAGES

Event Information

When: January 14-18, 2009
Wednesday through Friday: 11:00 a.m. - 9:00 p.m.
Saturday: 10:00 a.m. - 9:00 p.m.
Sunday: 10:00 a.m. - 5:00 p.m.

Where: McCormick Place - North Building

- The Chicago Boat, RV & Outdoors Show hosts the largest selection of boats, RVs, accessories and seminars in the Midwest.
 - Hundreds of boats, RVs, and specialty booths loaded with marine accessories, adventure outfitters and gear will be showcased at the 2009 event.
- Some of the best deals of the season are available under one roof at the Chicago Boat, RV & Outdoors Show. It's the best place to spend time with family and friends and view, board and buy everything needed for outdoor fun on land and in water.
- For more information on the Chicago Boat, RV & Outdoors Show, visit ChicagoBoatShow.com or call 312-946-6272.

Lifestyle: Life is better with a boat.

- Boating provides a positive experience the entire family can enjoy together.
- Boating is a great getaway for spending quality time with family and friends without having to travel too far; 90 percent of Americans live within an hour of a body of water.
- Life is better with a boat. Once you're out on a boat you forget about the stress left behind on land and able to enjoy spending time with family and friends.

Affordability: There's a boat for every lifestyle and budget.

- Most people don't realize how affordable boating can be – some new boat, motor and trailer packages can be financed for under \$250 a month.
- Three out of four current boat owners have an average household income under \$100,000.
- Visit a boat show to see what boating products are available and line up the best deals.
- Average price of a new outboard boat, motor, trailer package in 2007 was \$29,398.
- Some boats provide tax deductible and cost effective second homes. Interest on a boat loan can be deducted if the boat has a galley (kitchen), berth (bedroom) and head (bathroom).
- Visit DiscoverBoating.com for more information about how to get started in boating.

Buying Tips: How to find the boat that is right for you.

- Determine the what, where and who -- what you want to do with your boat, where you'll be boating, and whether you're interested in fishing, water sports, local or long-distance cruising.
- Conduct research – visit DiscoverBoating.com and learn more about how to get started in boating and how to find the boat that's right for you and your family, as well as information on insurance, financing, destinations and other boating activities.
- Visit a local dealership and ask to take a test drive, just like with a car.
- Take a boater's education course to give you confidence on the water, which translates into fun for the whole family.