



PRESS & MARKETING

Press Coverage

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PRESS & MARKETING

Feature your **NEW** product or latest introduction in the New York 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 September and put press materials online by mid-November then update all on a regular basis until Show time. 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.) To be included in the Show press kit and general pre-Show outreach, please get us your information by **December 28**.

Media Coverage at the Show Can Put the Focus on You

It pays to keep us in the loop. NYBS 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.

Many media still like to work with hard copies of product information instead of electronic. Please bring 20 press kits to the Press Center on **Monday, January 21**, for distribution to the on-site media. If you wish to send them in advance, please contact Colleen Richardson at 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.

If you have questions or need further information, please contact Colleen Richardson at Crichardson@nmma.org, phone - 312-946-6201.

Thank you for helping us make the 2019 Show a media magnet!

