

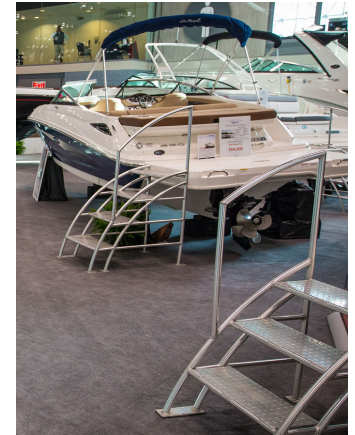


# PRESS & MARKETING

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 27**.



## PRESS & MARKETING

### Media Coverage at the Show Can Put the Focus on You

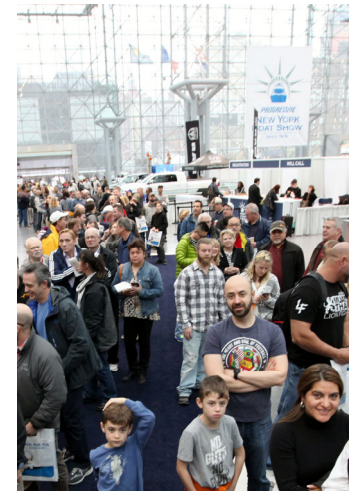
**It pays to keep us in the loop.** NYBS coverage comes from the Press Center staff recommending what's a "must-see" on the show floor, along with our up-to-the-minute "What's New & What's Hot" list distributed to media on site. For last minute news right before the show and at the Show, you can add 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 20**, for distribution to the on-site media. If you wish to send them in advance, please contact Colleen Richardson at [Crichardson@nmma.org](mailto: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](mailto:Crichardson@nmma.org), phone - 312-946-6201.

*Thank you for helping us make the 2020 Show a media magnet!*



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Press Coverage

TRMG Ad Specs

TRMG Publication

Sponsorship  
Opportunities

## NMMA Boat Shows 2019 Specs

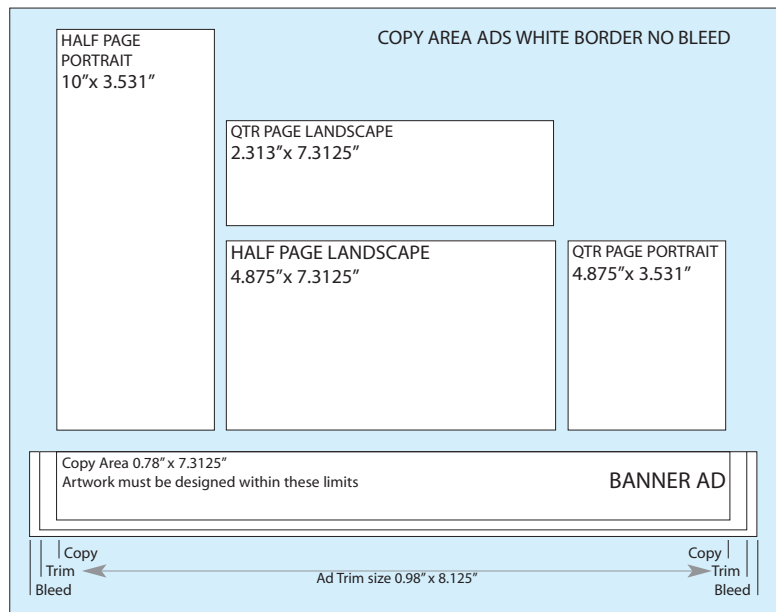
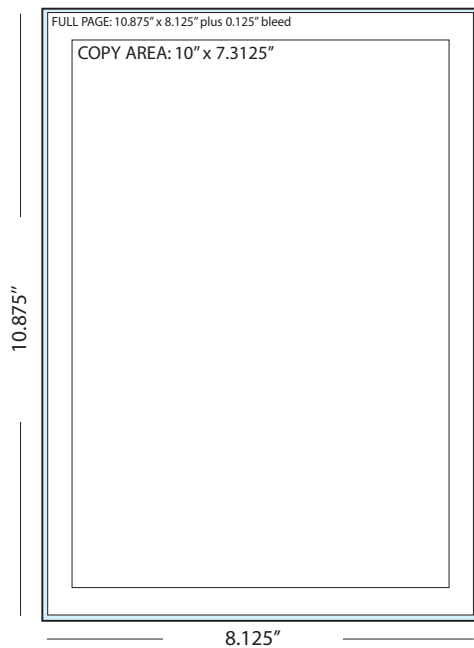
All dimensions are in inches

**Trimmed size:** 10.875" x 8.125" • **Bleed size:** 11.125" x 8.375"

Contact: Tracey Killick

Email: [tracey@trmg.co.uk](mailto:tracey@trmg.co.uk)

Telephone: +44 (0)1707 273 999 extension 245



**PLEASE NOTE:** When designing your artwork please take special care to ensure that company logos, contact details or any other important information is kept within the copy area of **10" x 7.3125"**. If your artwork has any important elements close to the trim line, you may be asked to resupply it. Please contact Ad Production if you have any questions.

**Double Page Spread (DPS) Sizes: 10.875" x 16.25" plus 0.125" bleed all around.**

When designing a DPS ad allowance must be made for some loss of image due to binding. Please call Ad Production to ascertain required allowance.

**ARTWORK:** Please supply all artwork designed to the correct dimensions above as a high resolution (300 dpi) PDF with all colors converted to CMYK and all fonts embedded.

**PROOFS:** Where possible, please supply a calibrated CMYK color proof of your artwork.

**MEDIA:** Files may be supplied on CD or uploaded via File Exchange at <http://web.trmg.co.uk/filex2/> (please call for login details)

Please send artwork files via email to [tracey@trmg.co.uk](mailto:tracey@trmg.co.uk)

Telephone +44 (0)1707 273 999 extension 245

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## Sponsorship Opportunities

Join our partnering sponsors!

Sponsorship is a great way to create additional exposure.

To become a sponsor of the 2020 New York Boat Show, please contact:

**John Marcinek**

Director, Integrated Marketing  
National Marine Manufacturers Association

Phone: 312.946.6258

Email: [jmarcinek@nmma.org](mailto:jmarcinek@nmma.org)

PRESS &  
MARKETING

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**PROGRESSIVE**



**GEICO.**  
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