

**8th** where California ranks in new powerboat, engine, trailer & accessory retail sales  
(in 2014 \$546.8 million, 20.9% increase from previous year)

● San Francisco

**4th** where California ranks in boat registrations nationally - 728,679 registered boats in 2014

*California*



**3** # of NMMA produced Boat Shows in California

**2** # of NMMA West Offices (NorCal & SoCal)

**6** # of NMMA West Staff dedicated to serving you locally!

**4** # of custom NMMA West California Economic Overview newsletters sent to members each year

**4** Top issues NMMA Government Relations is focused on in California 1) Invasive Species 2) Lead Tackle Ban 3) Creating 12-month fishing license 4) CARB (CA Air Resources Board)



Highlights from the 3 NMMA CA boat shows in 2015

● Los Angeles  
● San Diego

**400**  
exhibitors

**34k**  
attendees

**800**  
boats  
on display

**90** Discover Boating stories promoting the boating lifestyle in California news outlets in 2015

**#5** #5 LA's rank in Discover Boating's 776K Facebook followers (by city)

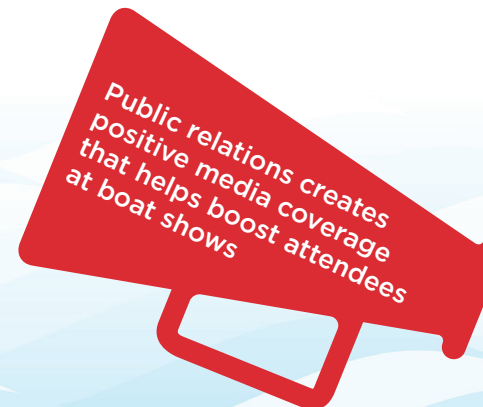


**1000**  
news stories  
about the  
LA, SF & SD  
Boat Shows  
in 2015



**14**

# of days a strategic mix of print, broadcast & online advertising saturates the market before and during the boat show



Public relations creates positive media coverage that helps boost attendees at boat shows

**JOIN US**

AND HUNDREDS OF YOUR PEERS WHO ARE INVESTED IN RECREATIONAL BOATING IN CALIFORNIA!

**NMMA West**

Dave Geoffroy, Vice President

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