



PRESS & MARKETING

Feature your NEW product or latest introduction in the Progressive Insurance New England 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 July and put press materials online by mid-August 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 **Monday, January 7.**

PRESS & MARKETING

Press Coverage

TRMG Ad Specs

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Media Coverage at the Show Can Put the Focus on You

It pays to keep us in the loop. NEBS19 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 or CD's of product information instead of electronic. Please bring 20 press kits or CD's to the Press Center on **Tuesday, February 5th**, for distribution to the on-site media. If you wish to send them in advance, please contact Ellen Hopkins at 312.946.6249 or ehopkins@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 Ellen Hopkins at 312.946.6249 or ehopkins@nmma.org.

Thanks for helping us make the New England Boat Show a media magnet!

Media Information 2019



For visitors and exhibitors alike the Progressive Insurance New England Boat Show will be one of the biggest and most exciting events of the year. To help guests plan their time, navigate the show and maximize their experience, we'll distribute an official show guide in advance of the show containing everything visitors need to know.

The show guide is an incredibly valuable tool and a powerful platform to educate and excite visitors about new products and services. Unlike most traditional advertising mediums, this is a non-interruptive channel to speak with your targeted audience at a time when they most want to hear from you. They want to know what's new in the industry, what kind of new purchases can enhance their lives on the water and which brands are right for them. They want to know what defines your brand and sets your products apart from the rest. The official showguide is a tool they will use to inform their buying decisions and you can use it to build confidence in your buyers.

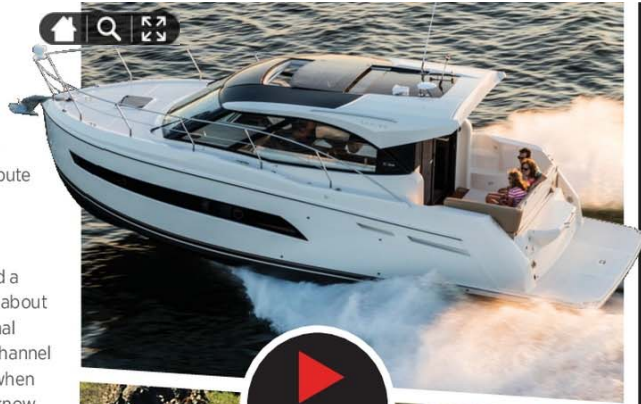
ONLINE DISTRIBUTION

The show guides are e-mailed out to a 100-percent opt-in database and in 2018, 37,000 emails were sent. They are also posted on the show website and on all of our social media. Online readership exceeds 16,000 users and over 454,000 page-views, with an average read time of 2 minutes and 1 second.

ONSITE DISTRIBUTION

A printed version of the show guide, which is included in the ticket cost, is also given to all visitors as they enter each event. We distributed over 23,000 at the 2018 show.

← View Editorial Examples



▶ Maximize your impact

Click to view 2018 show guide

MARKETING YOUR PRODUCTS & SERVICES

There are various options available to you and all perform a slightly different objective:

- Video content
- Editorial features
- Traditional advertising space
- Listing upgrades

We also offer standard digital banner advertising on the show websites and pre-show email campaigns.

Advertising Rates

Double page editorial spread with video content
\$6,000

Full page
\$3,100

Quarter page
\$1,000

Banner on show website
 Headline: **\$5,000**
 Standard: **\$3,000**

Banner on e-mail campaign
\$3,000

A-Z entry upgrades
 Add photo, logo & boxout: **\$250**
 Add logo: **\$100**

For further information please contact Alisdair on
 ☎ **847 868 1810** or
 ✉ **alisdair@trmgllp.com**

2019 Cheat Sheet



SHOW	Show Date	2018 Attendance	Show Guide					Website			E-mail Campaign	
			Print Distribution	Total Digital Visitors	Total Page Views	Full Page Ad Rate	Double Page with Video Rate	Website Annual Impressions	Headline Banner Rate	Standard Banner Rate	Total Emails Sent	Banner Rate
1 Progressive® Insurance Chicago Boat, RV & Strictly Sail Show® (SPRT)	Jan 9-13	48,644	27,500	12,384	409,292	\$3,100	\$6,000	207,307	\$5,000	\$3,000	81,890	\$3,000
2 Progressive® Insurance Sail Chicago	Jan 9-13	N/A	N/A	N/A	N/A	\$1,750	\$3,100	N/A	\$3,000	\$1,750	16,289	\$1,750
3 Progressive® Insurance Nashville Boat & Sportshow® (SPRT)	Jan 10-13	15,917	8,000	1,017	23,312	\$1,750	\$3,100	54,398	\$3,000	\$1,750	4,566	\$1,750
4 Progressive® Insurance Kansas City Boat & Sportshow® (SPRT)	Jan 10-13	20,108	11,000	1,139	29,311	\$1,750	\$3,100	52,670	\$3,000	\$1,750	11,098	\$1,750
5 Progressive® Insurance Atlanta Boat Show® (P)	Jan 10-13	30,243	12,000	2,375	69,371	\$1,750	\$3,100	100,632	\$3,000	\$1,750	28,968	\$1,750
6 Progressive® Insurance Louisville Boat, RV & Sportshow® (SPRT)	Jan 23-27	41,431	20,000	7,339	152,681	\$1,750	\$3,100	106,381	\$3,000	\$1,750	18,560	\$1,750
7 Progressive® Insurance New York Boat Show® (P)	Jan 23-27	42,419	24,000	8,189	209,927	\$3,100	\$6,000	194,808	\$5,000	\$3,000	55,657	\$3,000
8 Progressive® Insurance Minneapolis Boat Show® (P)	Jan 24-27	34,402	15,000	5,378	169,975	\$1,750	\$3,100	104,247	\$3,000	\$1,750	15,491	\$1,750
9 Progressive® Insurance Baltimore Boat Show® (P)	Jan 24-27	14,878	8,000	4,064	112,348	\$1,750	\$3,100	76,905	\$3,000	\$1,750	23,161	\$1,750
10 Progressive® Insurance St. Louis Boat & Sportshow® (SPRT)	Feb 7-10	26,146	12,500	4,667	165,287	\$1,750	\$3,100	70,143	\$3,000	\$1,750	15,441	\$1,750
11 Progressive® Insurance New England Boat Show® (P)	Feb 9-17	50,997	23,000	16,597	454,771	\$3,100	\$6,000	214,472	\$5,000	\$3,000	37,766	\$3,000
12 Progressive® Insurance Miami International Boat Show® (P)	Feb 14-18	84,163	40,000	60,081	2,061,982	\$6,000	\$11,000	647,652	\$15,000	\$10,000	148,828	\$9,000
13 Progressive® Insurance Sail Miami	Feb 14-18	N/A	N/A	268	6,748	\$1,750	\$3,100	N/A	\$3,000	\$1,750	32,884	\$1,750
14 Progressive® Insurance Atlantic City Boat Show® (P)	Feb 27-Mar 3	38,603	17,500	11,174	314,865	\$1,750	\$3,100	163,761	\$3,000	\$1,750	74,479	\$1,750
15 Progressive® Insurance Northwest Sportshow® (SPRT)	Mar 21-24	32,453	17,000	13,186	485,310	\$1,750	\$3,100	115,697	\$3,000	\$1,750	21,800	\$1,750
16 Progressive® Insurance Tampa Boat Show® (P)	Sept 7-9 2018	18,561	10,000	7,469	196,488	\$1,750	\$3,100	84,189	\$3,000	\$1,750	32,995	\$1,750
17 Progressive® Insurance Norwalk Boat Show® (P)	Sept 20-23 2018	15,107	10,000	4,651	118,037	\$1,750	\$3,100	49,166	\$3,000	\$1,750	14,425	\$1,750



NMMA Boat Shows 2019 Specs

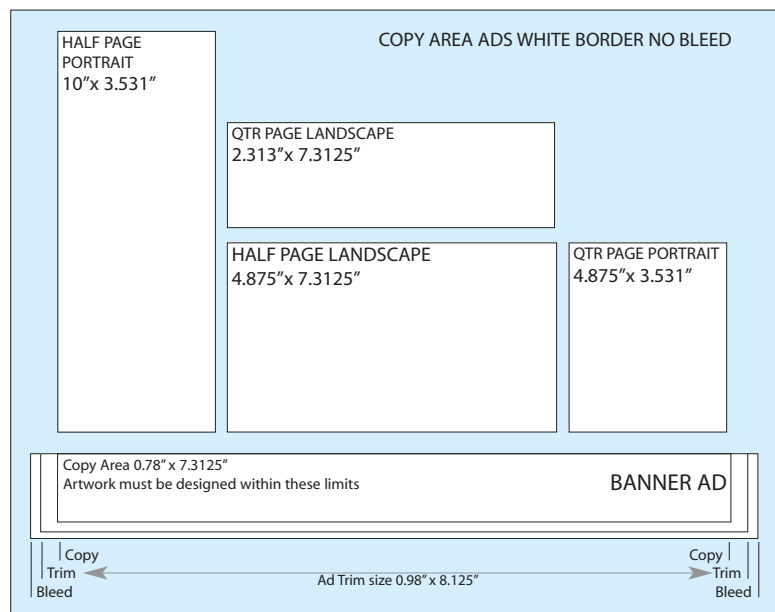
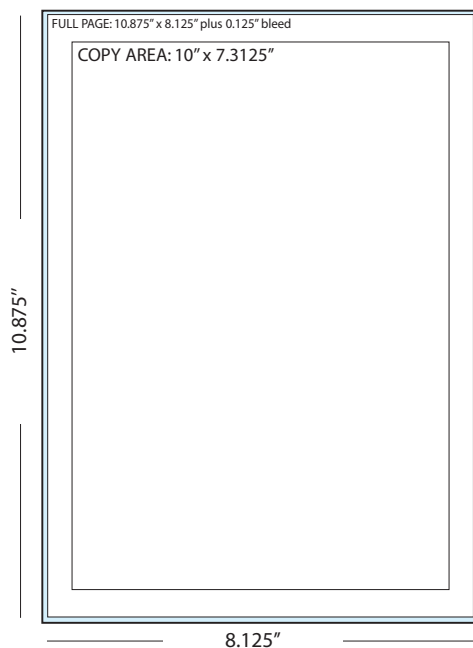
All dimensions are in inches

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

Contact: Tracey Killick

Email: tracey@trmg.co.uk

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

Telephone +44 (0)1707 273 999 extension 245

TRMG Ltd reserves the right to reject any advertising material due to it being unsuitable for use in the publication, at its sole discretion.



Sponsorship Opportunities

Join our partnering sponsors!

Sponsorship is a great way to create additional exposure.

To become a sponsor of the 2019 New England Boat Show, please contact:

John Marcinek

Director, Integrated Marketing
National Marine Manufacturers Association

Phone: 312.946.6258

Email: jmarcinek@nmma.org



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