

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



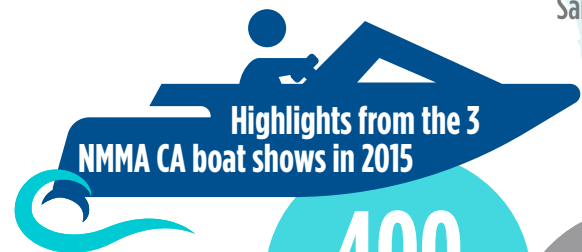
3 # of NMMA produced Boat Shows in California

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)

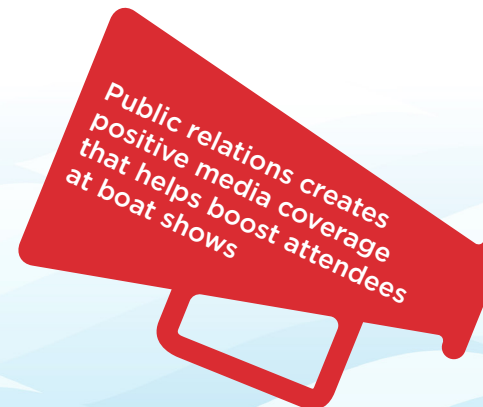


1000
news stories
about the
LA, SF & SD
Boat Shows
in 2015



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

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