

AT A GLANCE

READ BY:

23,000

powerful marine industry influencers from across the United States

Rainy Days and Happy Endings

Looking for a great case study in effective follow-up? Larry Russo, Sr. President and CEO of Russo Marine in Highland, Massachusetts, received this letter:

"I had no intention of buying a boat, but was often to Boston's showrooms after attending the New England Boat Show as a way to entertain my 7-year-old son on a rainy day. The sales associate offered an early bird price, I was left on my own to make several calls, mostly to my son's school and several of the children's play groups and I could not find the time to make any pressure sale of the boat. I never felt any pressure and always felt welcome—even when making a purchase. The sales associate maintained contact and provided complimentary tickets to the following Boat Show. My husband and I purchased a 2012 Bayliner Sundancer."

Did you know that 4% of boat buyers were influenced by having attended a boat show as a child? (Boating is often a family affair.) Factor that into your booth when planning around your sales team can make it your happy ending.

TIP: Take advantage of the resources out there.

Remember, there's a free live broadcast through follow-up and marketing, says Dan Galley, president of Galley Marine in Redlands, California. "Customers build a wall around themselves when confronted with a hard sell. It's their ego and their pride." "The way you sell is all over the way you buy."

Don't let your sales fall into the trap of being a one-time sale. Build a relationship with your customer. This makes the sale more meaningful and profitable. My philosophy is to get the project done and make the buyer as satisfied as possible.



THE PRODUCT:

Boat Show Exhibitor Magazine is a high quality quarterly publication dedicated to helping marine exhibiting professionals produce measurable results. Published by the world's largest marine trade association, each issue features case studies that highlight successful exhibits, display tips, sales and marketing tools, and ideas that work from show experts.

We go inside and outside the industry to bring our readers the information they need to achieve measurable results.

THE CONCEPT:

Boat Show Exhibitor Magazine is a valuable resource for companies that want to reach a highly targeted audience of marine industry professionals: dealers, manufacturers, show exhibitors, and distributors. Advertising in this publication is a cost-effective way to deliver your message in a medium that highly qualified people are likely to see, believe and remember.

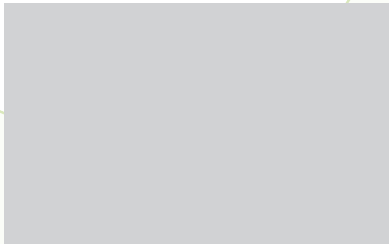
No one in the U.S. has better access to the industry's key decision makers than the industry that represents them; NMMA represents 85% of the recreational boating industry.

READER PROFILE:

- 16%** Boat Dealers
- 16%** Boat & Engine manufacturers
- 17%** Accessories manufacturers
- 19%** Marine retailers, Marine services, Marine wholesalers
- 37%** Are presidents, CEO's or owners

RATE CARD

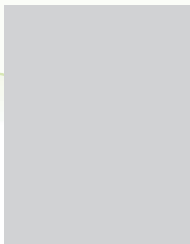
Mechanical Requirements



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Binding: Saddle

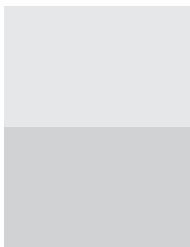
2 Page spread (bleed):

16 1/4" x 10-3/4"
(keep live matter 1/2" from trim)
\$8,000



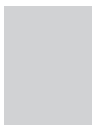
Full Page

(bleed):
8-1/4" x 10-3/4"
(keep live matter 1/2" from trim)
\$5,000 (Interior)
\$7,000 (Back Cover)



1/2 Page horizontal

(bleed):
8-1/4" x 5-1/4"
(keep live matter 1/2" from trim)
\$2,500



Quarter page

4 x 5.125"
\$1,250



Eighth page

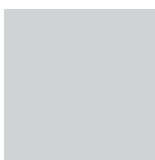
8 x 2.5625"
\$625



Leaderboard Web Ad

728 pixels x 90 pixels

# of ads	Impressions	Monthly Cost	Quarterly Cost	Annual Cost
4	42,000	\$200.00	\$500.00	\$1,800.00



Square Web Ad

180 pixels x 150 pixels

# of ads	Impressions	Monthly Cost	Quarterly Cost	Annual Cost
8	42,000	\$100.00	\$250.00	\$950.00

2012 EDITORIAL CALENDAR

	SPRING (MAY)	SUMMER (AUGUST)	FALL (NOVEMBER)	WINTER (JANUARY 13)
CUSTOMER RELATIONSHIPS	Attracting Young Buyers	Making Giveaways Work	Mobile Lead - Management Systems & Apps	Prepping Staff: Sales Speak vs. Substance
EXHIBITOR MANAGEMENT	Creating the Wow Factor	The Right Lighting	Graphics and Signage Do's and Don'ts	Making an Old Exhibit New
MARKETING EXPERTISE	Build Buzz with Public Relations	Conducting a Competitive Analysis	Building Your Brand at the Show	5 Rookie Mistakes— And How to Avoid Them
MARINE INDUSTRY TRENDS	Budgeting Blunders to Avoid in Tough Economic Times	Build, Rent or Rehab Your Exhibit?	Integrating Sustainability Into Your Exhibit Plan	Geotargeting Social Media
ADVERTORIALS	<ul style="list-style-type: none"> Financial Services Advertorial Dealer Recruitment Advertorial 	<ul style="list-style-type: none"> Exhibitor Services Advertorial Dealer Recruitment Advertorial 	<ul style="list-style-type: none"> Technology Advertorial Dealer Recruitment Advertorial 	<ul style="list-style-type: none"> Dealer Recruitment Advertorial
	Advertorial closing: 3/6/12 Material closing: 3/13/12	Advertorial closing: 6/26/12 Material closing: 7/3/12	Advertorial closing: 9/10/12 Material closing: 9/17/12	Advertorial closing: 12/5/12 Material closing: 12/12/12