

# MAXIMIZE YOUR EXPOSURE & BOOST YOUR ROI

*Take advantage of exclusive opportunities to promote your products/services and boost your profile at the show!*

## Print

Each NMMA show publishes an Official Show Guide. This high-quality, custom publication is distributed free at the gate to every attendee and is also published online. A number of advertising, editorial and sponsorship options are available; all are cost-effective tools to drive traffic to your booth, maintain post-show exposure and generate sales.

Please find rate cards and sample publications links below.

## Online—Show Websites

Reach a highly qualified audience of boating and outdoor enthusiasts through banner advertising on our show websites.

**New! "Featured Products" showcase—scheduled to launch in October 2014.** Gain year-round exposure to a targeted audience of motivated consumers by listing your product on our new "Featured Products" pages. Listing includes link to your site for product research or purchases. To learn more, please contact Alisdair Martin (details below).

## E-mail Campaign

Target and motivate key buyers before the show opens. During the eight weeks preceding opening day, each show is promoted with an e-mail campaign consisting of five e-mail blasts sent to a targeted database.

Recipients are drawn from two sources: past attendees who completed the prior year's post-show survey and pre-show ticket buyers. The database includes only persons who 'opted-in' to receive e-mails.

Each blast focuses on one element of the show (features and attractions, new product launches, etc) and has space for two banner ads.

For these opportunities or any advertising questions please contact:

Alisdair Martin

847.441.4122

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