



55th Annual
Louisville
 Boat, RV & Sportshow®

JANUARY 25-29, 2012
 KENTUCKY EXPOSITION CENTER
 LOUISVILLE, KY

THE MID-SOUTH'S PREMIER SALES EVENT FOR MORE THAN 50 YEARS—IT'S FOUR SHOWS IN ONE!

GILLS & GAME ZONE • BOAT & MARINE ACCESSORIES SHOW • RV WORLD • TRAVEL & TOURISM EXPO

Wondering how to best market your company and products in today's economy? Worried about the future of your business? We can help!

Exhibiting at the Louisville Boat, RV and Sportshow® is a cost-effective way to promote your products and services. In the measurements that matter—attendee quality, marketing, media attention, special attractions—the Louisville Boat, RV and Sportshow delivers results that produce leads and sales. Don't miss this opportunity to leverage our expertise to increase the return on your marketing efforts.

QUALITY ATTENDEES

Upset with the traffic in your store or showroom? Our attendees are motivated consumers who come to the show to see and shop gear and accessories they won't find elsewhere. The show consistently delivers a ready-to-buy audience of outdoor enthusiasts and sportsmen from all over Kentucky, Indiana, Ohio and Tennessee!

Attendance at last year's show was up 9%—more than 37,600 people walked through the doors, looking for products and services to help them pursue their passions, including:

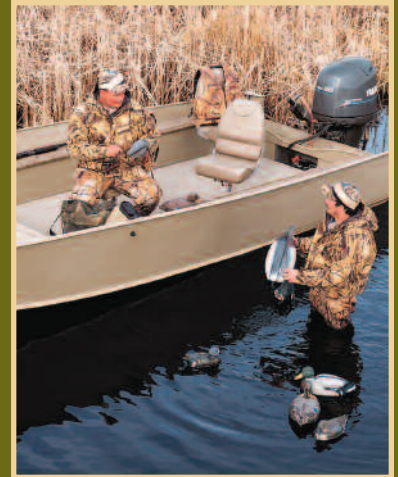
- Hunting and fishing gear
- Rods and reels
- Resorts, lodges, adventure travel, and trophy hunts
- Guides and outfitters
- Bow-hunting gear
- Camouflage, blinds and feeders
- Boats, ATVs and RVs

Bottom line: you will see more highly qualified prospects in just five days of exhibiting than you will in a year on your sales floor—and that's good news for your bottom line!

MARKETING & MEDIA

Disappointed in your marketing results? Take advantage of our expertise to energize your efforts. NMMA marketing drives qualified traffic to our shows and **delivers millions of impressions to key buying demographics**. A highly visible advertising campaign, featuring a strategic mix of print, broadcast, online, e-mail and social media launches in the weeks leading up to the show—as a result the show is THE outdoor event of the season.

Public relations efforts also reinforce the advertising, generate show awareness and secure news stories in TV, newspapers and magazines.



"I hear your advertising everywhere. You're doing a good job here!"

Mike Branson, Wind River Outfitters

"I really like this show. It's always good for me."

Terry Lemon, T & S Knives

LOUISVILLE BOAT, RV & SPORTSHOW

SPECIAL ATTRACTIONS

Frustrated with a shoe-string promotional budget? NMMA has the resources to invest in attractions that draw qualified consumers, keep them active and engaged and on the show floor longer.

- Daily hunting & fishing seminars, demos and clinics feature top pros and experts
- Popular giveaways, promotions and contests help boost weekday attendance
- Features, attractions and family-friendly entertainment also generate media attention



SHOW OVERVIEW:

- Gills & Game Zone: 50,000 sq. ft. dedicated to hunting and fishing products, services and attractions. outdoor travel and adventure
- Conveniently located, seconds from the expressway at I-65 and I-264
- No union (set up your own display)

YOUR SUCCESS IS OUR SUCCESS

As an exhibitor in an NMMA-produced show, you benefit from a combination of resources, expertise and accountability that is unequalled in the industry. Our show professionals are ready to help you with every aspect of exhibiting—from the contract process to move-out—to make sure your experience is both pleasant and profitable!

Serious about sales?

Reserve your space today!

"I sold 5 side by side ATVs and
2 ATVs today."

Matt Schrader, Joe Hills

"I booked three trips today."

Johnny Rush, Rainbow Guide Service



SHOW TEAM

Kim Muncy, *Show Manager*
kmuncy@nmma.org

Pam LaFollette, *Exhibitor Relationship Manager*
plafollette@nmma.org

SHOW OFFICE

NMMA Louisville Office
143-A Arnold Drive
Shepherdsville, KY 40165
502.957.1666 Fax 866.590.8907

Visit LouisvilleBoatRVShow.com for the latest show information. It's a **quick and easy** way to access all exhibitor materials—contracts, maps, rules and regulations—as well as review/select space options, request information and more.

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RATES

10' x 10' Gills & Game Zone Booth:
\$450

Bulk:

Bulk 1 (3,000 sq. ft. and more) \$2.10 sq. ft.

Bulk 2 (1,000-2,999 sq. ft.) \$2.25 sq. ft.

Bulk 3 (600-999 sq. ft.) \$2.70 sq. ft.

Rates include:

- NMMA Advantage (Bulk—Boat/RV Exhibits)
- 8' back wall and 3' side rails and identification sign (Booth space)
- Free Show Guide listing (Bulk & Booth)
- Year-round link at LouisvilleBoatRVShow.com

HOURS

Wednesday, January 25 • 5-9pm

Thursday-Friday, January 26-27 • Noon-9pm

Saturday, January 28 • 10am-9pm

Sunday, January 29 • 10am-5pm

Move-in: Sunday-Wednesday, January 22-25

Move-out: Sunday, January 29 & Monday,
January 30

Move-in/out dates and times are targeted. Exhibitors will receive notice of the exact date and time for arrival/departure. Exhibitors that need/want to work longer than the posted hours should contact the on-site Floor Manager or Show Office.