



January 26–30, 2011
 Kentucky Exposition Center
 Louisville, KY

FOUR SHOWS IN ONE MUST-ATTEND EVENT!

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

A MID-SOUTH FAVORITE FOR MORE THAN 50 YEARS!

Want a proven way to reach boaters, outdoor enthusiasts and sportsmen from all over Kentucky, Indiana, Ohio and Tennessee? The Louisville Boat, RV & Sportshow has been the Mid-South's premier outdoor sales event for more than half a century—in an uncertain economy it's a certain way to meet highly-qualified customers. Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

WHY EXHIBIT?

Although recent times have been challenging, there are signs the economy is recovering: American's net worth rose 5.4% in 2009 and credit markets are returning to normal. As a result, consumer confidence is starting to trend up, and enthusiasts are in the mood to buy—tired of deferring their purchases and ready to pursue their passions.

Exhibiting is an unbeatable way to take advantage of this pent-up demand. There's no better way to:

- Meet thousands of buyers face to face
- Raise your profile, build brand awareness and generate leads
- Demonstrate and introduce your products to interested consumers

"We were busy all night. There has never been this many people on Wednesday."

Bob Tobee, Right Stop RV

REACH THE RIGHT PEOPLE

Attendees are motivated consumers who come to the show to see what's new and shop for gear they won't find elsewhere. According to a study conducted by Michigan State University, 71% of sport show visitors go to shows to shop for accessories AND said they were more likely to purchase products they had seen at shows. Last year's show drew nearly 35,000 eager buyers—to reach them you have to be here!

Attendee profile:

- 57% own a boat
- 40% are considering buying a boat
- 54% have a household income of \$75,000 or more
- 16% are in the market for an RV
- 70% were 35–54 years old
- 80% were repeat visitors
- 50% traveled more than 25 miles to attend

SHOW OVERVIEW

- More than 400,000 sq. ft. of Class A exhibit space in a state-of-the-art facility
- One main exhibit floor for booths, boats & RVs
- Conveniently located, seconds from the expressway at I-65 and I-264
- No union (set up your own display)
- Special attractions and family-friendly entertainment generate media attention that boosts attendance
- Popular daily giveaways and promotions help boost weekday attendance



LOUISVILLE BOAT, RV & SPORTSHOW

FOCUS ON RESULTS: MARKETING

NMMA marketing works to boost attendance and drive qualified traffic. Each show is supported by a comprehensive marketing plan developed by a dedicated staff of marketing professionals.

A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, online, e-mail and social media.

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

NMMA ADVANTAGE: EXCLUSIVE ONLINE SHOW INVENTORY

Combine the reach of online advertising with the power of on-site selling by participating in the NMMA Advantage Program. Any boat or RV dealer or NMMA boat manufacturer member who exhibits at the Louisville Boat, RV & Sportshow can feature the boats or RVs they're bringing to the show on the show Web site.

NMMA Advantage can help drive traffic to your booth and puts the money you invest in exhibiting to work for you before, during and after the show. Interested buyers can "shop the show" from home.

Results from the program's first year are impressive—the nearly 3500 boats featured on our show websites last year were pre-shopped 3 million times! Also impressive—consumer response: 47% visited show exhibits on site or dealership showrooms and another 24% called dealerships directly. It's an incredible opportunity—but only if your products are listed.

YOUR SUCCESS IS OUR SUCCESS

At NMMA our goal is to help you generate business. We work year-round to produce shows that deliver the best possible return on investment for our exhibitors.

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 professional show teams 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!



Exhibiting at an industry-owned show also means your money works for you twice. Show revenues are reinvested in programs that strengthen and grow boating. NMMA takes the lead on crucial topics and monitors local, state and federal issues to advocate legislation to protect the interests of your business and our industry.

LOUISVILLE SHOW TEAM

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

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

Show Office:

NMMA Louisville
143A Arnold Drive
Shepherdsville, KY 40165
Phone: 502.957.1666 Fax: 502.957.1690

Visit LouisvilleBoatRvShow.com for the latest show information. It's a quick and easy way to access all exhibitor materials, contracts, maps, rules and regulation, request information & more.

"We've sold 15 units so far. If anyone tells you they have not had traffic, they are either blind or living in a cave."

Larry Root, Roots RV

"Not only have I sold several boats, I've written so many quotes that I expect next week to be a very busy week."

Chip Jaworski, Sea Ray of Louisville

54th Annual
Louisville
Boat, RV & Sportshow® 

JANUARY 26–30, 2011
KENTUCKY EXPOSITION CENTER
LOUISVILLE, KY

RATES

10'x10' Booth
\$700

10'x10' Tackle Booth
\$400 (Specific location only)

Bulk Space

Type A (3,000 sq. ft. and more): \$2.00 sq. ft.
Type B (1,000 to 2,999 sq. ft.): \$2.15 sq. ft.
Type C (600–999 sq. ft.): \$2.60 sq. ft.

Rates include:

- 8' back wall, 3' side rails and identification signage (booth space)
- FREE Directory listing
- Year-round link at LouisvilleBoatRVShow.com

HOURS

Wednesday, January 26, 5pm–9pm
Thursday & Friday, January 27–28, Noon–9pm
Saturday, January 29, 10am–9pm
Sunday, January 30, 10am–5pm

Move-in: Sunday–Wednesday, January 23–26, 8am–8pm; schedule will be posted in the online exhibitor kit by November 30, 2010.

Move-out: Sunday, January 30 5:01pm–10:00pm;
Monday, January 31 8:00am–5:00pm

- Move-out begins when the show has closed and all attendees have safely exited.
- All booth exhibits will move-out upon close of the show, Sunday, January 30.
- All bulk space exhibits must be out of the facility by 5:00pm Monday, January 31.
- Bulk exhibit location will determine move out time and order of exit.

ADMISSION

Adults: \$9
Seniors 60+: \$7
Children 15 and younger: FREE