



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 buy boats and shop for gear and accessories they won't find elsewhere.

Attendee Profile

- 59% of attendees own a boat
- 52% have a household income of \$75,000 or more
- 39% are considering buying a boat
- 20% owned an RV; 33% owned 5th wheel trailer; 58% owned a travel trailer
- 35% were 35-49 years old; 33% were 50-64
- 80% were repeat visitors
- 53% traveled more than 25 miles to attend

Attendance at last year's show was up 9%—more than 37,600 ready-to-buy boaters, RVers, and sportsmen from all over Kentucky, Indiana, Ohio and Tennessee walked through the doors. Bottom line: your sales force will see more highly qualified prospects in just five days of exhibiting than they will in a year on your sales or showroom 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.

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

"Your ads are everywhere! You're doing a phenomenal job getting the word out."

Doug Peege, Marine Sales & Service (Malibu, Berkshire)



LOUISVILLE BOAT, RV & SPORTSHOW

NMMA ADVANTAGE: EXCLUSIVE LEAD GENERATION PROGRAM

Anxious because your advertising isn't generating enough leads? Combine the reach of online advertising with the power of on-site selling by participating in the NMMA Advantage Program. Any boat dealer, NMMA boat manufacturer member or RV dealer who exhibits at the Louisville Boat RV & Sportshow can take advantage of this program—at no additional cost!

- Feature the boats or RVs you're bringing to the show on the LouisvilleBoatRVShow.com
- Obtain consumer-generated leads in real-time, before, during and after the show
- Schedule appointments with prospects—meet at the show or in your showroom

It's an incredible opportunity—but only if your boats or RVs are listed.

SHOW OVERVIEW

- State-of-the-art facility features more than 400,000 sq. ft. of Class A exhibit space, with one main exhibit floor for booth, boat and RV displays
- 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!

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.

Serious about sales?
Reserve your space today!



SHOW TEAM

Kim Muncy, *Show Manager*
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Pam LaFollette, *Exhibitor Relationship Manager*
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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.

"In 17 years of doing shows, I have never seen a three-hour period as packed as it was Saturday."

JJ Mann, Yamaha of Louisville

"We had a helluva show. We sold a ton of Bennington Pontoons. It's the best show I've had in ten years."

Rick Speth, S & S Marine

55th Annual Louisville Boat, RV & Sportshow®

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

RATES

10' x 10' Booth:
\$800

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.

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