



September 6–8, 2019
Tampa Convention Center

THREE DAYS.

20,200+ BOATERS.

UNLIMITED SALES OPPORTUNITIES.

DID YOU KNOW?

The Progressive® Insurance Tampa Boat Show® is

- Tampa's only in-water boat show
- A 50+ year tradition
- Tampa's BIGGEST boat sale – The most complete boat show in the Bay area

MEET OUR AUDIENCE

The show draws attendees—pleasure boaters, fishermen, sailors and water sports enthusiasts—from the entire west coast of Florida, including Sarasota and Clearwater.

Attendees came from **134 counties and 28 states** in 2018—and 76% of exhibitors reported they were satisfied/very satisfied with the quality of show attendees.

60% of attendees own a boat

38% had a household income of \$151K or greater

45% were age 35-54

76% were repeat visitors

30% had a household income of \$76K-\$150K

33% were age 55-64

Sources: 2018 post-show attendee and exhibitor surveys

REACH PROSPECTS AT THE BEST TIME TO SELL—WHEN THEY ARE LOOKING

- More than **20,200 boaters** walked through the door in 2018—up 9%
- **49%** said their primary reason to attend was “to buy”
- **58%** of attendees made a purchase

NO OTHER SHOW DELIVERS MORE ROI FOR YOUR EXHIBITING DOLLAR

Enjoy **FREE** marketing exposure before, during and after the show.

- **Official Show Guide listing**—Distributed on site and published online year-round—**62% of attendees** use the show guide to find products and navigate the show
- Year-round link on **TampaBoatShow.com**

CUTTING EDGE MARKETING

The way people shop is changing—to reach consumers today, you need to engage them. With high-quality attractions, immersive experiences, and interactive education the show is a dynamic, experiential marketplace that connects with people in a way no other form of marketing can.

- One-on-one interactions let you tailor your message to an individual
- Associates your brand with an event that is entertaining, educational and inspirational
- Experiences create brand loyalty that positively influence purchase decisions



SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS



BROADCAST MEDIA

Two weeks of strategic buys

Ad buys targeted the 35-54 age demographic

Television generated 1.63 million impressions

Radio generated 1.32 million impressions



SOCIAL MEDIA

A total of 161,349 paid impressions on Facebook & Instagram



DIGITAL MARKETING

Banner ads & search generated 1.78 million impressions



EMAIL

60,934 emails delivered



PUBLIC RELATIONS

Generated 132 total media hits & earned 84.9 million media impressions

AN IDEAL SELLING SPACE

Scenic on-water site promotes the boating lifestyle. PLUS, no union means exhibitors can set up their own displays. Exhibit space options include:

- Land exhibit and booth space
- In-water slips
- Full-service marina accommodates boats up to 100' long

RATES

EXHIBIT SPACE SOLD OUT IN 2018—
RESERVE YOUR SPACE TODAY!

	NMMA Member	Non-Member
Bulk (400 sq. ft. minimum)	\$4.95 sq. ft.	\$5.75 sq. ft.
Booth (10' x 10')	\$8.75 sq. ft.	\$9.60 sq. ft.
In-water (length overall x beam)	\$4.50 sq. ft.	\$5.00 sq. ft.

Your rate includes:

- Exhibitor Credentials for working staff
- Free Wi-Fi in public areas
- Free freight movement to your space
- Exhibitor & Be My Guest Ticket Programs
- All booth spaces will relocate to the Ballroom on the 1st level. Ballroom space includes carpet and pipe & drape.

EXHIBITOR QUOTES

"The quality of attendees at this show is always phenomenal. Sales of outboards have been very strong this year."
Juan Hernandez, Atlantic Marine

"Seventeen boats purchased—awesome traffic and quality buyers and prospects all weekend."
Chad Wallace, Pro Marine

"Show is very well run it's the super bowl of Boat shows for Thunder Marine."
Steve Wacker, Thunder Marine

NEW FOR 2019!

- Expanded boat area on main floor
- Booths in the high-traffic lower level ballroom with food, entertainment, special guests and plenty of seating
- All seminars held on the main floor
- New marina and Riverwalk layout

HOURS

MOVE-IN:

Tuesday–Thursday, September 3–5

SHOW HOURS:

Friday–Sunday, September 6–8, 10am–8pm
In-water location closes at sunset.

MOVE-OUT:

Sunday, September 8 & Monday, September 9

THE TAMPA BOAT SHOW TEAM

Kevin Murphy

Show Manager

Phone: 401.651.3220 | Email: kmurphy@nmma.org

EXHIBIT SPACE SALES—BULK & IN-WATER:

Scott Cohen

Exhibitor Relationship Manager

Phone: 954.441.3242 | Email: scohen@nmma.org

BOOTH & RIVERWALK SALES:

John Hagins

Exhibitor Relationship Manager

Phone: 954.441.3228 | Email: jhagins@nmma.org

Visit TampaBoatShow.com for the latest show information