

KEY FACTS

FROM 2016

MORE THAN **47,470**
QUALIFIED ATTENDEES

69%

own a boat/sailboat

41%

plan to buy a boat/sailboat

18%

own an RV

16%

plan to buy an RV

53%

were age 26–55

62%

had a household income
greater than \$100K

71%

were repeat visitors

53%

made or arranged to make
a purchase at the show

71%

traveled more than
25 miles to attend

SOURCE: BONNIER & NMMA ATTENDEE SURVEYS



PROGRESSIVE

CHICAGO Boat, RV
& Strictly Sail Show™

JANUARY 11–15, 2017

MCCORMICK PLACE

BE PART OF THE **WINDY CITY'S BIGGEST** MARINE & OUTDOOR SALES EVENT!

As the **ONLY** show in Chicago targeted to boaters, RVers, sailors and outdoor enthusiasts, the Progressive Insurance Chicago Boat, RV & Strictly Sail Show offers you an unparalleled opportunity to reach new audiences.

It's a powerhouse **SALES EVENT** that draws consumers from throughout the Midwest—no other show delivers more value for your exhibiting dollar. Total attendance **increased for the second consecutive year and topped 47,470 in 2016**, and we expect the momentum to continue in 2017.



THREE TARGETED AUDIENCES **UNDER ONE ROOF!**

Distinct divisions in the floor plan for powerboats, sailboats and RVs make it easy for attendees to find exhibitors that cater to their passions.

Booths: Sail-specific vendors will be located within the sail section, while marine, travel and outdoor gear will occupy a central location on the show floor.

OUR EXHIBITORS **SAY IT BEST...**

"Great show for us to build our brand and get our name out there. Great way to start the year."

Chris Stevens, General RV

"Met a lot of new customers and sold a lot of gear. Very strong show for us."

Phil Pollard, Crowley's Yacht Yard

"People were in the buying mood and definitely out looking for boats for the upcoming season."

Jim Molick, Larsen/Jeanneau

"Good traffic with very qualified customers who were educated in products and ready to buy. Great sales!"

Brandon Call, Bennington Marine



ChicagoBoatShow.com

WE **SELL** THE SHOW. YOU **SELL MORE** PRODUCTS.

A comprehensive marketing plan targets key buying demographics:



- Show marketing generated **43 million total paid and added value** media impressions in 2016



- A highly visible **advertising campaign** features a strategic mix of print, broadcast, e-mail, and online advertising



- **Public Relations** boosts local coverage of the show using traditional, social and digital channels to drive ticket sales.

- **Social media and email** build buzz among our targeted audiences—in 2016, 392,000 total emails were sent to prospective attendees and Facebook, Twitter and Instagram generated more than 53,202 interactions reaching thousands of consumers

RATES

		Member	Non-Member
Bulk Space*	Tier 1, 500–2,500 sq. ft.	\$7.50 sq. ft.	\$8.25 sq. ft.
	Tier 2, 2,501–3,200 sq. ft.	\$7.05 sq. ft.	\$7.85 sq. ft.
	Tier 3, 3,201–4,000 sq. ft.	\$6.45 sq. ft.	\$7.20 sq. ft.
	Tier 4, 4,001 sq. ft.	\$6.20 sq. ft.	\$6.95 sq. ft.
Booth Space (10' x 10' units)		\$990	\$1,130
RV Space		\$3.55 sq. ft.	

All rates include **FREE**:

- Freight handling to and from exhibit space
- Boat and boat trailer storage and marshaling on all move-in/move-out and show days
- 30-day warehouse storage of carpet, freight and display materials
- Boat handling
- Aisle carpeting
- Year-round link on ChicagoBoatShow.com
- Official Show Guide listing, plus cross-reference listing

Show Hours:

Wednesday, January 11, 2pm–8pm; Thursday–Friday, January 12–13, 11am–8pm;
Saturday, January 14, 10am–8pm; Sunday, January 15, 10am–5pm

Move-in:

Monday & Tuesday, January 9 & 10, 8am–4pm; Wednesday, January 11, 8am–12pm

Move-out:

Sunday, January 15, 6pm–10pm; Monday, January 16, 8am–4pm;
Tuesday, January 17, 8am–2pm



SAVE MONEY AND DO IT YOURSELF!

Full-time employees of your company may do the following:

- **Use your own equipment, including ladders and hand tools**
- **Set up and dismantle your own displays**



MORE THAN JUST BOOTH SPACE!

Maximize your ROI with **FREE** exposure for your products and services before, during and after the show.

Show Guide

FREE listing in the Official Show Guide, which is distributed free at the gate to every attendee and published online year-round.

Featured Products

Highlight your products on the show website—for **FREE**.

Public Relations

The media is always eager to share what's new—our PR team can help you publicize your new products, appearances, etc., at no cost to you!

CONTACT

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