

PROGRESSIVE  
**CHICAGO**  
**IN-WATER**  
**BOAT SHOW**

June 5–8, 2014  
31st Street Harbor



“High quality leads—talking with customers I would not have met otherwise. Concentrated exposure.”

Greer Bickley, Carefree Boat Club

“Really excited to be here. Lots of solid prospects to follow up on and we’ll be working very hard to make our first season in the Great Lakes a special one for our clients.”

Bob Denison, Denison Yacht Sales

“Traffic was steady and haven’t seen this quality of customer since 2007.”

Mark Felhofer, Bay Marine

“Fantastic exposure for Marine Max and our new product which is new to the Chicago market with the Zeelander.”

Tom Jagucki, Marine Max

## Invitation to Exhibit:

# BE PART OF THE MIDWEST’S LARGEST IN-WATER BOAT SHOW!

The Progressive® Insurance Chicago In-Water Boat Show® is the Windy City’s premier boating lifestyle and sales event. Held at the beautiful 31st Street Harbor, it’s the ideal place to engage buyers—in a fun, consumer-friendly nautical environment where shoppers can see, touch and interact with your brand while enjoying the boating lifestyle.

### IT’S A BUYER’S MARKET!

People who attend the show are in the market for marine products and services. They come to see what’s new. They come to compare. They come to BUY. In short, exhibiting puts your products and services in front of consumers at **the best time to make a sale**—when they are LOOKING TO BUY!

### NEW FOR 2014!

**New Dates**—The 2014 show dates do not conflict with Father’s Day or any city-sponsored event. In fact, the 2014 show will be the biggest event taking place in the city that weekend!

**Food & Beverage Festival**—Running concurrently with the show

**Party Barge**—On-the water entertainment & refreshments

### SPECIAL ATTRACTIONS

NMMA invests in attractions and features that attract qualified attendees. Boating education offered also engages visitors and keeps them at the show longer. Plans for 2014 include:

- Discover Boating Hands-On Skills Training—Only at the boat show: On-the-water boating workshops
- Try It Cove: On-the-water demos, test rides & more
- Fred’s Shed Interactive Learning Center: DIY seminars
- Discover Boating Center: Information & resources for boaters

### A PERFECT “SHOWROOM” SITE

Set on Chicago’s magnificent lake-front the show’s site not only attracts quality attendees—it sells boating! Seeing boats in their “natural habitat” creates an urge to get out on the water—and is the perfect backdrop for selling boats and related gear.

#### Site Details:

- 1,000 floating slips for boats up to 70'
- Additional in-water display space for boats up to 200'
- Slips feature power, water, internet and cable TV
- Large launch ramp offers easy boat access by land or water

### WE GET THE WORD OUT!

NMMA marketing delivers millions of impressions to key buying demographics. Our robust advertising campaign includes a strategic mix of print, broadcast, online, e-mail and social media promotions. New this year—targeting a young, upwardly mobile audience via outreach to local business and social clubs.

Public relations reinforces the advertising, creates awareness and generates news stories in TV, newspapers and magazines.

**You can’t afford to miss this event—RESERVE YOUR SPACE TODAY!**

## RATES

	Member:	Non-Member:
In-Water Boat: (Length x Beam)	\$3.80 sq. ft.	\$4.05 sq. ft.
On-Land Bulk	\$3.35 sq. ft.	\$3.60 sq. ft.
Lakefront Premium Booth: (10' x 10')	\$800	\$900
Booth: (10' x 10')	\$600	\$675
In-Water Brokerage Boat: (Length x Beam)	\$3.40	\$3.40

Brokerage boats will be allowed, but must be displayed on the designated "brokerage dock." In order to display brokerage boats, the brokerage vessel(s) you exhibit must be a brand that you currently retail as new, or a brand that is not represented in the show by an exhibiting new boat dealer.

### Rates Include:

- Back drape & company ID sign (in-line booth exhibits only)
- Canopy/Tent structure for all booth space
- Free material handling
- Exhibitor Credentials (limits apply)
- Show Guide listing, plus cross-reference listing
- Exhibitor Guest Ticket Program
- Boat inventory listing on show website
- Year-round link to your website from [ChicagoInWaterBoatShow.com](http://ChicagoInWaterBoatShow.com)

## Important Dates & Times

**Move-In:** Tuesday & Wednesday, June 3 & 4, 8am–5pm

**Show Hours:** Thursday–Friday, June 5–6, 11am–7pm; Saturday, June 7, 10am–7pm  
& Sunday, June 8, 10am–5pm

**Move-Out:** Sunday, June 8, 5pm–7pm; Monday, June 9, 8am–5pm

### Show Team

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Visit [ChicagoInWaterBoatShow.com](http://ChicagoInWaterBoatShow.com) for the latest show and exhibitor information.



## BOOST YOUR BOAT SHOW ROI

Take advantage of opportunities to promote your products and boost your profile at the show!

### Advertise in the Show Guide

Distributed free at the gate to every visitor and published online, it's a great way to drive traffic to your booth and promote your products and services to the public.

### New Produce Showcase

Highlight your new products on the show website—for FREE!

### BoatFinder

Combine the reach of online advertising with the power of on-site selling. Feature the boats you're bringing to the show on our website—at no additional cost!\*

### Public Relations

The media is always eager to hear about what's new—Our PR team can help you publicize new products, promotions, appearances, etc., at no cost to you!

\*Available for any boat dealer or NMMA boat manufacturer member who exhibits at the show

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