



PROGRESSIVE[®]
ST. LOUIS
BOAT &
SPORTSHOW[®]

January 30–February 2, 2020
 America's Center & The Dome

FOUR DAYS.

23,300+ CONSUMERS.

DID YOU KNOW?

The Progressive[®] Insurance St. Louis Boat & Sportshow[®] is

- St. Louis' BIGGEST boating & outdoors sale
- A 66-year tradition
- A proven, high-traffic sales event

MEET OUR AUDIENCE

The show's mix of products and services, education and entertainment brings crowds of qualified buyers, fishermen, hunters, boaters and outdoor enthusiasts, through the doors year after year—95% were repeat visitors.

63% of attendees own a boat

22% of attendees own an ATV

34% were ages 35–54

17% of attendees own an RV

68% had a household income of \$76K or greater

39% were ages 55–64

Sources: 2019 post-show attendee and exhibitor surveys

UNLIMITED SALES OPPORTUNITIES.

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

- More than **23,300 attendees** walked through the door in 2019—up nearly **5%**
- **66%** of attendees made a purchase
- **74%** were interested in accessories
- **29%** were interested in fishing tackle
- **21%** were interested in travel
- **44%** were interested in dock or marina equipment
- **42%** were interested in electronics
- **18%** were interested in engines/motors

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—**60% of attendees** use the show guide to find products and navigate the show
- Year-round link on **StLouisBoatShow.com**—**47% of attendees** visited the show website



SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS



BROADCAST MEDIA

Two weeks of strategic buys

Television/Cable generated 3.5 million impressions

Radio delivered 4.05 million impressions



SOCIAL MEDIA

A total of 1.06 million paid impressions on Facebook & Instagram



DIGITAL MARKETING

Banner ads & search generated 5.3 million impressions



EMAIL

73,627 emails delivered



PUBLIC RELATIONS

Generated 39 total media hits & earned 4.9 million media impressions

LOCATION

America's Center & The Dome is located in downtown St. Louis, offering:

- Convenient access to major downtown hotels and restaurants
- 400,000 sq. ft. of exhibit space

RATES

EXHIBIT SPACE SOLD OUT IN 2019—RESERVE YOUR SPACE TODAY!

	NMMA Member	Non-Member
Bulk—up to 2,999 sq. ft.	\$5.30 sq. ft.	\$5.70 sq. ft.
Bulk—3,000–5,999 sq. ft.	\$5.20 sq. ft.	\$5.60 sq. ft.
Bulk—6,000 sq. ft. and more	\$4.85 sq. ft.	\$5.30 sq. ft.
Booth (10' x 10')	\$10.00 sq. ft.	\$10.20 sq. ft.

Booth rate includes 8' back wall drapes and 3' side rail drapes and booth identification sign.

Your rate includes:

- Exhibitor Credentials (limits apply)
- Material handling (forklifts)
- Be My Guest Ticket Programs—up to 50% off tickets for your prospects

RETURNING EXHIBITOR?

Ask the show team how you can receive a **\$100 check** for referring a new exhibitor.

SHOW HOURS:

Thursday, January 30, 2pm–9pm

Friday, January 31, Noon–9pm

Saturday, February 1, 10am–9pm

Sunday, February 2, 10am–5pm

MOVE-IN:

Bulk space move-in begins Monday, January 27.

Booth exhibits move-in begins Wednesday, January 29. Specific dates and times will be assigned.

MOVE-OUT:

Begins Sunday, February 2 at 5:01pm.

All exhibits must be entirely moved out by 3pm on Monday, February 3.

READY TO RESERVE YOUR SPACE? WANT TO LEARN MORE? CONTACT:

Becca Doyle

Show Manager

bdoyle@nmma.org

Lucy Roate

Exhibitor Relationship Manager

lroate@nmma.org

Jackie Pashia

Show Administrator

jpashia@nmma.org

Nick Ligammari

Director of Operations

nligammari@nmma.org

314.821.5400

StLouisBoatShow.com

