



Progressive® Insurance Strictly Sail® All-Sail Boat Shows

Be part of the industry's premier sales events!

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 a Progressive Insurance Strictly Sail boat show is a cost-effective way to promote your products and services. In the measurements that matter—attendee quality, marketing, media attention, special attractions—Progressive Insurance Strictly Sail shows deliver results that produce quality leads and immediate sales. Don't miss this chance to leverage our expertise to increase the return on your marketing efforts.

Quality Attendees

Tired of wasting your time talking to people who aren't really interested in buying? How much would you sell if you could market your product to a guaranteed audience of sailors? Get ready to find out!

Progressive Insurance Strictly Sail boat shows are sailing's premier sales events; on land or in-water, no other shows deliver as qualified a sailing audience. Our attendees are motivated consumers who come to the show to see and buy sailboats and shop for sailing gear and accessories they won't find elsewhere.

Bottom line: exhibiting is a cost-effective way to meet thousands of highly qualified prospects face-to-face in just a few days—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 each show.

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 features and attractions that draw qualified consumers, keep them engaged and at the show longer, such as our popular sailing seminar series.

FREE! Boat Finder—Post Inventory Online, Attract Customers Year-Round

Boats listed on the Show websites via Boat Finder were shopped more than 18,602 times last year. Participate early and generate more leads!

As a bonus, Boat Finder can also drive qualified prospects into your showroom. Consumers who visit the show's website and express interest in a boat will be offered free tickets to the show—which must be picked up at the participating dealer's showroom. NMMA pays for half of the ticket, and the other half is paid by you via NMMA's EGT program. Benefits?

- Creates a relationship with highly-qualified consumers
- Delivers one-on-one sales opportunities
- Builds prospect database
- Cost-effective: Pay only for tickets redeemed at show box office
- "Permission" selling—Prospects opt into visit and sales experience

Who can participate? Any boat dealer who has contracted for space is eligible to participate. The sooner your boat inventory is loaded onto the Progressive Insurance Strictly Sail websites, the sooner you can benefit from this opportunity! For more information on Boat Finder, contact Kevin Murphy.

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.

You can't afford to miss these events—Reserve your space today!

Progressive Insurance Strictly Sail Chicago

January 26–29, 2012

Navy Pier Festival Hall, Chicago, IL

The country's largest indoor all-sail show, Progressive Insurance Strictly Sail Chicago draws avid sailors from all over the Midwest, eager to get a head start on their sailing season.

Attendee Profile:

- 79% own a boat
- 65% plan to purchase a boat in the future; 6% actually purchased a boat at the show
- 88% attended the show to buy accessories
- 65% have a household income of \$75,000 or greater

Highlights:

- More than 200 seminars, including full-day certification seminars
- Remote control sailing pond
- Celebrity guest speakers
- New product debuts

Rates	NMMA Member	Non-Member
Bulk	\$6.05 sq. ft.	\$7.35 sq. ft.
Booth	\$1,260	\$1,415

Includes: Exhibitor badges, 1/2-price Exhibitor Guest Tickets, Show Guide listing, web listing and drayage.

Progressive Insurance Strictly Sail Miami

February 16–20, 2012

Miamarina at Bayside, Miami FL

Held in conjunction with the Progressive Insurance Miami International Boat Show, Progressive Insurance Strictly Sail Miami is an essential event for the sailing industry, attracting sailors from all over the globe.

Attendee Profile:

- 73% own a boat
- 57% plan to purchase a boat in the future; 16% actually purchased a boat at the show
- 82% attended the show to buy accessories
- 62% have a household income of \$75,000 or greater

Highlights:

- World's Cat Capital—offering the largest display of multihull sailboats in the world
- Largest collection of international boat builders
- Sailing lessons through our enhanced Discover Sailing Program

Rates	NMMA Member	Non-Member
Bulk	\$6.30 sq. ft.	\$7.45 sq. ft.
Booth	\$1,160	\$1,325
In-Water	\$6.00 sq. ft.	\$7.15 sq. ft.

Includes: Exhibitor badges, 1/2-price Exhibitor Guest Tickets, Show Guide listing, web listing and drayage.

ADDITIONAL SALES OPPORTUNITIES

Reach sailors from the strong East Coast sailing markets at these NMMA shows:

Progressive Insurance Norwalk Boat Show

September 22–25, 2011

Norwalk Cove Marina

BoatShowNorwalk.com

One of the East Coast's premier fall sales events, the Progressive Insurance Norwalk Boat Show draws qualified buyers from the entire Northeast—including Connecticut's Gold Coast.

Progressive Insurance New England Boat Show

February 11–19, 2012

Boston Convention and Exhibition Center

NewEnglandBoatShow.com

One of the largest and most respected boating marketplaces in the Northeast, the Progressive Insurance New England Boat Show has been the area's most complete boat show for more than 50 years.

Progressive Insurance Strictly Sail Show Team

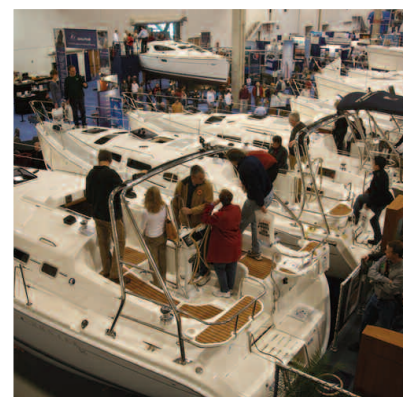
Bulk Space: Kevin Murphy, 401.293.5207 • kmurphy@nmma.org

Booth Space: Joanne "JAM" Miller, 312.946.6245 • jmiller@nmma.org



"We can't wait for the 2012 Strictly Sail Chicago show. Last year we had the best show in 3 years, and we're looking forward to a new record show!"

Bob Bitchin, Publisher, Latitudes & Attitudes and Living Aboard magazines, Sail America Board Member, Producer, Latitudes & Attitudes Television



"The return to Bayside in 2011 proved to be very successful for Hunter Marine. The attendees were in a buying mood and there seemed to be more international folks looking at boats."

Greg Emerson, Director of Sales, Hunter Marine

