



58th Annual Kansas City  
**BOAT & SPORTSHOW**

January 19–22, 2012

Bartle Hall  
 Kansas City, MO

## BE PART OF MISSOURI'S MOST COMPLETE OUTDOORS SHOW!

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 the Kansas City Boat & Sportshow® is a cost-effective way to promote your products and services. In the measurements that matter—attendee quality, marketing, media attention, special attractions—the Kansas City Boat & Sportshow delivers results that produce leads and sales. Don't miss this opportunity to leverage our expertise to increase the return on your marketing efforts.

### QUALITY ATTENDEES

Upset with the traffic in your store or showroom? Our attendees are motivated consumers who come to the show to see and buy boats, RVs, gear and accessories they won't find elsewhere, and to meet outfitters and travel reps to plan their next outdoor adventure. The show consistently delivers a ready-to-buy audience of boaters, RVers, fishermen, hunters, outdoor and water sports enthusiasts—attendance at last year's show was up 7%!

#### Attendee Profile

- 53% own a boat
- 31% are considering buying a boat
- 20% own a camper or RV;
  - 10% are considering buying one
- 37% were 35–49 years old; 30% were 50–64
- 54% have a household income of \$75,000 or more
- 84% have attended in previous years
- 43% traveled more than 25 miles to attend the show

**Bottom line:** you will see more highly qualified prospects in just four days of exhibiting than you will in a year on your sales floor—and that's good news for your bottom line!

### SHOW-AT-A-GLANCE:

- Area's best selection of hunting and fishing outfitters and resorts
- Daily giveaways are very popular with attendees and boost weekday attendance
- The **ONLY** boat and sport show in Bartle Hall

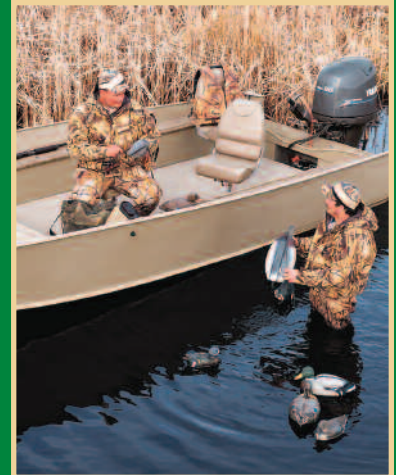
### MARKETING & MEDIA

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, email and social media launches in the weeks leading up to the show—as a result the show is THE outdoor event of the season.

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 attractions that draw qualified consumers, keep them active and engaged and on the show floor longer.
- Boating and Outdoor Classroom: Daily hunting, fishing and outdoor seminars hosted by top-ranking pros with daily give-a-ways for the audience
  - Special attractions and family-friendly features such as the Willow Creek Trout Pond, Texas Bass Tank and wing-eating contest also draw media attention that helps boost attendance
  - Odie Sudbeck's Awesome Antler Collection and Jack and Warren's Antique Tackle swap
  - Attendee appreciation party—more details to follow



# KANSAS CITY BOAT & SPORTSHOW

## NMMA ADVANTAGE: EXCLUSIVE LEAD GENERATION PROGRAM

Anxious because your advertising isn't generating enough leads? Combine the reach of online advertising with the power of on-site selling by participating in the NMMA Advantage Program. Any boat, PWC or RV dealer or NMMA boat manufacturer member exhibitor can take advantage of this program—at no additional cost!

- Feature the boats you're bringing to the show on the [KansasCitySportShow.com](http://KansasCitySportShow.com)
- Obtain consumer-generated leads in real-time, before, during and after the show
- Schedule appointments with prospects—meet at the show or in your showroom

It's an incredible opportunity—but only if your product is listed.

## 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 grow boating, protect habitat and support fish and game restoration projects. 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 this show—  
Reserve your space today!**



## SHOW TEAM

Mark Adams  
*Vice President, NMMA Sports Shows*  
[madams@nmma.org](mailto:madams@nmma.org); 314.821.5400

Tim Canizares  
*Exhibitor Relationship Manager*  
[tcanizares@nmma.org](mailto:tcanizares@nmma.org); 314.821.5400

Katie Wolford  
*Show Administrator*  
[kwolford@nmma.org](mailto:kwolford@nmma.org); 312.946.6205

Nick Ligammari  
*Operations Manager*  
[nligammari@nmma.org](mailto:nligammari@nmma.org); 312.946.6279

**Show Office:**  
NMMA St. Louis Office  
P.O. Box 220196  
St. Louis, MO 63122  
314.821.5400 Fax 866.521.6015

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

"Best Show we had in years."

Dave Tweten, Flaming Lures

"Kansas City is always our best show."

Kaylene Foley, Pine Cliff Lodge

"Been a good one! Great traffic."

John Thompson, Nationwide RV

"The way the boat show was promoted was great. This is the best crowd I have seen in the past 8 years."

Jay Zimmerman, Midwest Marine Boat Company

The show was outstanding. Crowd had real interest about new equipment."

Bob Douthit, Tri State Trolling Motor

58th Annual Kansas City  
**BOAT & SPORTSHOW**

January 19–22, 2012  
Bartle Hall  
Kansas City, MO

## RATES

**Bulk Space:**  
Member \$2.20 sq.ft.  
Non-member \$2.40 sq.ft.

**Booth Space (10' x 10' units):**  
Member \$810  
Non-member \$830

**Retail Tackle/Hunting Gear Booths:**  
\$415

## Rates includes:

- Listing in Official Show Guide
- Year-round listing on [KansasCitySportshow.com](http://KansasCitySportshow.com) with link to your website
- 8' back wall and 3' side rails and identification sign (booth space)
- NMMA Advantage program (bulk space)

## HOURS

Thursday, January 19, 2pm–9pm  
Friday, January 20, Noon–9pm  
Saturday, January 21, 10am–9pm  
Sunday, January 22, 10am–5pm

## Move-in:

Monday, January 16, 10am–5pm  
Tuesday & Wednesday,  
January 17 & 18, 8am–5pm  
Thursday, January 19, 8am–noon

Exhibitors will be assigned a move-in date and time.

## Move-out:

Sunday, January 22, 5pm–10pm  
Monday, January 23, 8am–noon

## HOTEL

Kansas City Marriott Downtown  
200 West 12th Street  
Kansas City, MO 64105