



National Marine
Manufacturers Association

Take advantage of your NMMA show team! The following contacts can help you maximize your **Miami International Boat Show** experience and product exposure through public relations efforts, sponsorship opportunities and our new online inventory listing service developed to bring quality customers to your door – the **NMMA Advantage**.

Public Relations

A dedicated public relations team works year round to build buzz for the Miami International Boat Show, securing news stories in TV, newspapers and magazines throughout the region. PR efforts help reinforce the ad campaign, reach a wider audience and ultimately help build excitement and momentum for the show.

Contact Sarah Ryser, NMMA PR Manager, 312-946-6285, sryser@nmma.org with the following information:

- What's your "Best in Show?" – looking for new, ground-breaking and unique product introductions
- To schedule a press conference
- Online Product Showcase information – a free opportunity for you to promote your product pre-show to consumers and the media

Sponsorship Opportunities

Do you have issues increasing traffic to your display, challenges with securing sales leads or difficulties with your brand standing out to the 100,000 plus boat show attendees? We create sponsorship programs that help companies overcome these issues and improve boat show investment and performance. Programs are customized for most budgets. Please contact us before November 1, 2011 to help maximize all the programs offer.

John Marcinek
Integrated Marketing Director
312-946-6258
jmarcinek@nmma.org

NMMA Advantage Program

NMMA Advantage allows you to generate real-time leads before, during and after the show at NO COST by showcasing your 2011 boat show inventory online to potential buyers at www.miamiboatshow.com.

Contact Cathy Rick-Joule at crick-joule@nmma.org or (954) 441-3231 for more information on how to take Advantage and get your product inventory listed. We look forward to working with you on the 2011 Miami International Boat Show.