



79th Annual Northwest **SPORTSHOW**

March 30–April 3, 2011
Minneapolis Convention Center
Minneapolis, MN

FIVE DAYS THAT CAN MAKE YOUR YEAR!

BE PART OF THE UPPER MIDWEST'S LARGEST SPORT SHOW!

For more than 75 years, the upper Midwest's most avid boaters, fishermen, hunters and campers have begun their outdoor adventures at the Northwest Sportshow; with uncertain options for spending your marketing dollars, the show is a certain way to meet highly-qualified customers. Your competition WILL be here and they'll be happy to sell to YOUR customers if you're absent.

WHY EXHIBIT?

Although recent times have been challenging, there are signs the economy is recovering: American's net worth rose 5.4% in 2009 and credit markets are slowly returning to normal. As a result, consumer confidence is rising and enthusiasts are in the mood to buy—tired of deferring purchases and eager to pursue their passions.

Exhibiting is a cost-effective way for you to take advantage of this pent-up demand. There's no better way to:

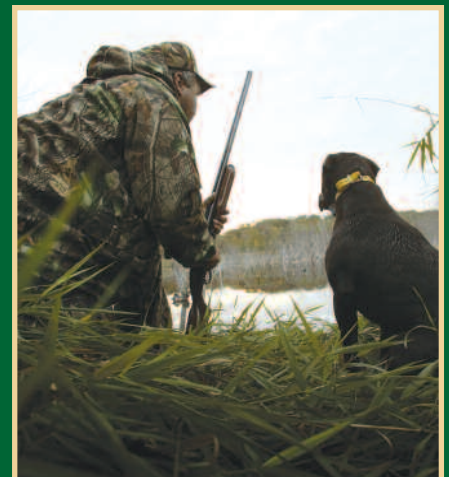
- Meet thousands of highly-qualified buyers face-to-face
- Raise your profile, build brand awareness and generate leads
- Demonstrate and introduce your products to interested consumers

NMMA ADVANTAGE: EXCLUSIVE INTERACTIVE SHOW INVENTORY

Combine the reach of online advertising with the power of on site selling by participating in the NMMA Advantage Program. Any boat or RV dealer or NMMA boat manufacturer member who exhibits at the Northwest Sportshow can feature the product they're bringing to the show on the show website—at no additional cost.

NMMA Advantage can help drive traffic to your booth and puts the money you invest in exhibiting to work for you before, during and after the show. Interested buyers can “pre-shop the show” from home.

Results from the program's first year are impressive: Consumers responded to listings as follows: the nearly 3,500 boats featured on show websites last year were pre-shopped more than 3 million times! Also impressive: 47% visited show exhibits on site or dealership showrooms and another 24% called dealerships directly. It's an incredible opportunity—but only if your products are listed.



NORTHWEST SPORTSHOW

REACH THE RIGHT PEOPLE

Attendees are motivated consumers who come to the show to see what's new in boats and RVs and shop for gear and accessories they won't find elsewhere. In fact, in a recent study conducted by Michigan State University, 71% of sport show visitors reported going to shows just to shop for accessories.

Attendee Profile:

- 68% of attendees own a boat
- 48% have an income of \$75,000 or more
- 83% have visited the show before
- 71% travel less than 50 miles to attend the show

SHOW-AT-A-GLANCE

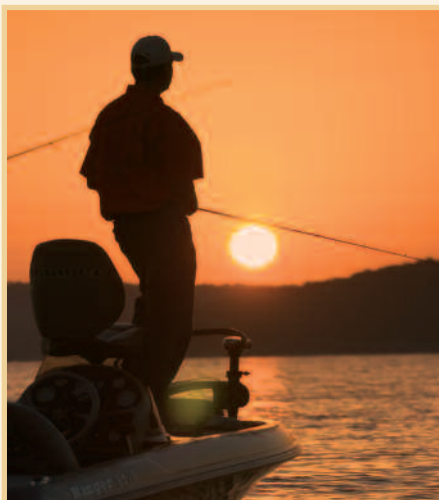
- The area's most complete sales event, featuring boats, motors, marine accessories, RVs, tackle, camping gear, docks & lifts, trucks, vans, ATVs, motorcycles, personal watercraft, resorts, outfitters and more
- Daily giveaways build weekday attendance
- Special attractions and family-friendly features such as free wood duck decoy painting, trout fishing and the Adventure Trail Pass for kids, entertaining stage shows, fishing demos, wild turkey room, 3-D pop-up archery and more attract media attention that helps drive attendance and make the show a destination event
- Strong seminar schedule brings in crowds of fishermen and hunters

FOCUS ON RESULTS: MARKETING

NMMA marketing works to boost attendance and drive qualified traffic. Each show is supported by a comprehensive marketing plan, developed by a dedicated staff of marketing professionals.

A highly visible, fully integrated advertising campaign launches in the weeks leading up to the Show, featuring a strategic mix of print, broadcast, online, e-mail and social media.

Public relations reinforce the advertising, generate show awareness and secure news stories in TV, newspapers and magazines.



YOUR SUCCESS IS OUR SUCCESS

At NMMA our goal is to help you generate business. We work year-round to produce shows that deliver the best possible return on investment for our exhibitors.

As an exhibitor in an NMMA-produced show, you also 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 promote outdoor recreation. 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.

NORTHWEST SHOW TEAM

Jennifer Thompson, *Show Manager*
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Darren Envall, *Exhibitor Relationship Manager/Operations Manager*
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Show Office:

NMMA Minneapolis
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Phone: 800.777.4766 Fax: 612.827.1424

Visit NorthwestSportshow.com for the latest show details and information.

79th Annual Northwest
SPORTSHOW

MINNEAPOLIS CONVENTION CENTER
MINNEAPOLIS, MN

RATES

Bulk Space: \$3.90 sq.ft.

Booth Space: 8'x10' units \$775
10'x10' units \$875

Your rate includes all this:

- FREE freight handling to and from exhibit space
- Back-drape for booth displays
- Presence in printed and digital show directory
- Year-round link on NorthwestSportshow.com

HOURS

Wednesday–Thursday, 1pm–9pm
Friday, 11am–9pm
Saturday, 10am–9pm
Sunday, 10am–5pm

Move-in: Sunday, March 27–Wednesday March 30

Move-out: Sunday, April 3–Monday, April 4

ADMISSION

Adults: \$10

NEW! Children 15 and younger: FREE

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“As first-time exhibitors we were very impressed with the staff, the easy move-in and move-out and the amount of qualified buyers...we're still receiving calls from attendees more than 30 days after the show.”

Clair Martin, Northwoods Industries, Inc.