

SEATTLE BOAT SHOW ADVERTISING PHOTOS

We are seeking images for the 2025 Seattle Boat Show advertising, and this is the opportunity to have your product/service/brand featured in the show's marketing. This year's theme of **"It's a BIG Deal"** ("BIG Selection, BIG Discounts, BIG Fun — at the BIG Seattle Boat Show") will feature a variety of photos in multiple channels, and your images might be selected to be highlighted in these ads.

The following pages offer guidance on the types of photo images that are most appropriate for Seattle Boat Show advertising (including some examples of the types of images to avoid). The following Best Practices are helpful:

BEST PRACTICES

- Images must be **AUTHENTIC** to the Pacific Northwest (no palm trees, no crystal blue waters). Ideally, your images will feature northwest landmarks (Seattle skyline, Mount Rainier, distinct San Juan Islands, lighthouses, etc) to establish context of location.
- Images featuring **PEOPLE** are preferred (in particular, those featuring ethnic/age/gender diversity). Smiling, happy faces is a **MUST** (Remember, boating is **FUN**, and so is the Seattle Boat Show!)
- Images of people wearing life vests while under way are preferred
- Avoid use of images with alcohol
- Wide photos are best, giving the creative team options to crop at various aspect ratios (photos overly focused only on a specific brand/model or hyper-detailed feature are great for selling one product, but not the entire show)
- Images should be well-composed, in-focus
- Images should be high resolution (minimum of 300dpi, 2000px wide)
- Images accepted in JPG, TIFF, or PSD file formats



at the BIG Seattle Boat Show

SEATTLE
BOAT SHOW

JAN 31 - FEB 8
LUMEN FIELD EVENT CENTER + BELL HARBOR MARINA

Details and discount tickets at seattleboatshow.com

NATURAL NORTHWEST

Photos that are either WIDE (showing context of northwest places/settings, not overly-focused on a single boat product); or that show a WIDE OPEN HORIZON (conveying endless opportunities so the viewer can place themselves aboard and dream of “going there”).



PEOPLE, PEOPLE, PEOPLE

Close up photos which show young and ethnically diverse, joyous smiling faces, and interactive engagements of people on board a boat (not overly focused on just that single boat itself, but rather on the human emotion that results from the act of boating in general). Images should convey FUN!!



SERVICES / ACCESSORIES ON DISPLAY

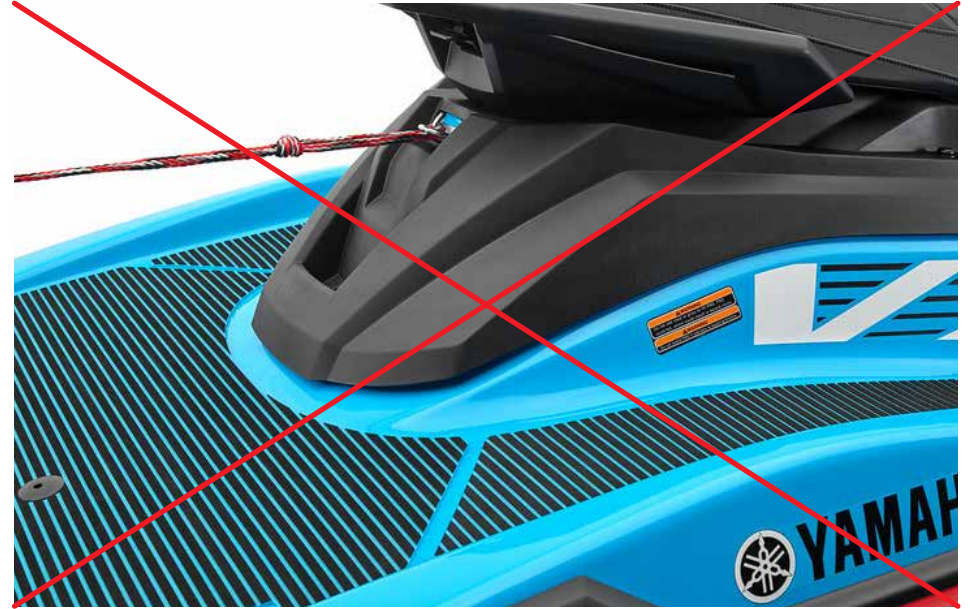
Technology and gear to show the wide variety of offerings available at the Seattle Boat Show.



WHAT TO AVOID



A way-too-specific boat filling the frame, so the focus is on that one craft only (and does not allow us to crop for various aspect ratios)



Zoomed in on too much detail (brand is too prominent, text on craft conflicts with campaign messaging)



No people, lack of diversity / No application of use / No action / No FUN!



Do not clip a boat or the subject of the image from its background