



**Advertising & Marketing Plan
January 9, 2020**

Thank you for exhibiting at the 2020 Seattle Boat Show. Our advertising will reach full strength this week and we think it's important all exhibitors know the scope and reach of our advertising and marketing plans. The total budget for purchased media is \$250,000, plus an additional \$70,000 of radio spots earned with on-air promotions.

For 2020 we continue to shift our advertising dollars from traditional to digital, which allows us to more efficiently reach boaters, boat buyers, people that have visited SeattleBoatShow.com, and specific regions like Vancouver, B.C., Spokane and Portland. Most notably, for 2020 you'll see we have not purchased any newspaper print advertising.

2020 is a special year, the start of a new decade and a year that symbolizes huge potential with it carrying the uniqueness of "2020" and all that it embodies. For us, we see 2020 as "20/20", a year of inspirational vision, the year to set sail, go big, or finally get that boat you've always been wanting. You will see us capitalizing on 2020 as "The Year of the Boat" for this year's show theme.



Following are the specifics of where and when our advertising will appear. Also following are details about our marketing efforts such as the show website, promotions, features, posters and special event tickets for exhibitors.

Traditional Advertising

- **Television:** Starting Jan. 13, a total of **1,783** :30/:15/:05 second spots that will run on the following stations: KOMO/4, KING/5, KONG/6, KIRO/7, KSTW/11, KCPQ13, KZJO/22, COMCAST and Root Sports NW.
- **Radio:** Starting Jan. 17, at total of **1,515** :30/:20/:15/:10 second and spots will run on KIRO-AM, KIRO-FM, KJAQ-FM, KZOK-FM, KJR-FM, KJR-AM, KKWE-FM, KSWD-FM, KKWF-FM, KISW-FM, KNUC-FM, KRWM-FM, KOMO-AM, KUOW-FM, KNKW-FM, KEXP-FM, KAFE-FM, KISM-FM, KPUG-AM, KRKO-AM, KKXA-AM, KGMI-AM, KBAI-AM, KITI-FM, KITI-AM, LIVE 95.5, KELA-AM, KMNT-FM, KRQT-FM, KAPS-FM, KXXO-FM, KKOL-AM, KLFE-AM, KRKO-FM, KDRM-FM, KBSN-AM, KBRC, KGY-FM, KAYO-FM, KGNW, KLFE, KRXY-FM, and KMAS-AM..
- **Print & Boating Pubs:** *Sea Magazine, NW Yachting, Pacific Yachting, 48 North, NW Sportsman, The Reel News, Salmon & Steelhead Journal, Latitude 38, Power Boating Canada, Canadian Yachting West, California & Pacific NW Yachts, Passagemaker, YachtWorld.com, and Crab Cracker.*
- **Outdoor:** Started Jan. 1, 2 - 60' Billboard at Dagmar's Marina in Everett on I-5

Digital Advertising

- **Facebook & Instagram:** Audience 1: Retargeted ads to SeattleBoatShow.com visitors. Audience 2: Web users with a profile that indicates they may be interested in or are currently involved in boating. Audience 3: Web users with a profile that indicates they could be interested in boating. Audience 4: General Seattle area. Expect to reach approximately 1M+ people. Start date: January 8.
- **Banner (Display) Ads:** Audience 1: Retargeted ads to SeattleBoatShow.com visitors. Audience 2: Web users with a profile that indicates they may be interested in or are currently involved in boating. Audience 3: Webs users with a profile that indicates they could be interested in boating. Audience 4: Web users that have searched or are searching from our keyword list. Expect to generate approximately 5,000,000+ impressions. Start date: January 10.
- **Ad Words (key word search):** Audience 1: Serve ads to web users that have searched or are searching from our keyword list. Expect to generate approximately 250,000 impressions. Audience 2: Web users with a profile that they are may be interested in or are currently involved in boating. Start date: January 10.
- **YouTube:** Audience 1: Web users with a profile that they are may be interested in or are currently involved in boating. Audience 2: Webs users with a profile that indicates they could be interested in boating. Audience 3: Web users that have searched or are searching from our keyword list. Expect to generate approximately 200,000 impressions. Start date: January 10.



Social Media & Direct Email

We are using all Seattle Boat Show and Northwest Salmon Derby Series Facebook, Twitter and Instagram social media channels (30,000 followers) to promote the show. We will also have a direct email campaign to 46,000 boaters and anglers that have previously attended NMTA and NYBA events.

Earned Media

Stories about the Seattle Boat Show have already appeared in (or on): *NW Yachting*, *48North*, *ThreeSheets NW*, *Freshwater News*, *Northwest Sportsman*, *The Reel News*, *AAA Washington Magazine*, *Greater Seattle on the Cheap*, *Seattle Pup Magazine* and *Daily Hive* (Western Canada's largest digital publication). Q13, KOMO TV, KOMO's Seattle Refined, ESPN710-AM and KING 5 Evening have all already committed to coverage during the show.

Posters

18"x24" posters were mailed to all Washington and Oregon CenturyLink Field & Event Center exhibitors (366), West Marine stores in Washington, and NMTA members in Washington, Oregon and Idaho not exhibiting in the show (300).

Uncorked - Sail & Ales Ticket

To date CenturyLink Field Event Center exhibitors have distributed over 27,000 Uncorked/Sails & Ales special event tickets (Uncorked sponsored by Basta Boatlifts and Sail & Ales sponsored by S3 Maritime).

Website

The Seattle Boat Show website, www.SeattleBoatShow.com, is robust, complete and works on all devices. The site features detailed show information about:

- 409 exhibitors at CenturyLink Field Event Center and South Lake Union with booth number, company description, phone number and website hotlink
- Searches for: New Boats Brands on Display at CenturyLink Field & Event Center (179 different brands), In-Water Boat Brands on Display at South Lake Union (68 different brands), Marine Services on Display, and Accessory Brands on Display (405 different brands)

Promotions & Features

We currently have fifteen different promotions and attractions planned for the show. Following is a brief description of each. Complete details are available at SeattleBoatShow.com.

- **\$3 Parking** - Available every day of the show at Mariners Garage with the purchase of an e-ticket. \$3 parking is also available on weekends at Yale Ave. Garage (South Lake Union). Sponsored by Car Toys.
- **Dogs on Deck** – Leash up your furry first mate and head to the CenturyLink Field location on Thursday, January 30th for Dogs on Deck! Your dog(s) can stroll the red carpets with you, take in some new smells, meet other dogs, and make a custom dog tag with our on-site engraving machine. Dogs arriving after 5pm for Yappy Hour and take home a dog lifevest courtesy of Connelly Watersports. All dogs must have a ticket which can be purchased free of charge online or at the box office at CenturyLink Field & Event Center.
- **Cheese the Day** - Sail the 7 Cheese on Tuesday, January 28th! Enter through the West Hall of CenturyLink Field Event Center and enjoy a FREE grilled cheese sandwich courtesy of Seattle Sourdough. Then, check out the world-renowned “Cheese Lady” Sarah Kaufman all day in the North Hall transforming two massive blocks of cheddar into a boating-themed masterpiece.
- **Family Trout Pond** - The Bass Pro Shops – Cabela’s and Spartan Boats Family Trout Pond will have more than 300 trout plus a few big ones for show visitors to catch-and-release. Fishing gear will be provided to use at the pond and staffed by Puget Sound Anglers volunteers. The pond will be located at the Bass Pro Shops/Cabela’s and Spartan Boats impressive 10,000-square foot display area located in the East Hall. Hours are Fridays, 2 p.m.-9 p.m.; Saturdays, 10 a.m.-8 p.m.; Sunday, 11 a.m.-6 p.m.; and Mondays-Thursdays, 3 p.m.-8 p.m.
- **History of Bathing Suits** - As the boats got larger and more advanced, the bathing suits get smaller and more fashionable! The evolution of swimwear from the 1800s to present day offers Seattle Boat Show attendees a trip back in time. Don’t miss our LIVE models on Friday, January 24th during Uncorked.
- **Free Shuttle** – Full size and mini motor coaches provide complementary, high quality bus service continuously between CenturyLink Field & Event Center and South Lake Union. The busses run daily, one hour before the show opens to one hour after the show closes.



- **Free Seminars** – 238 free boating and fishing seminars are available at CenturyLink Field & Event Center.
- **Boat Show University** – These advanced classes are intended to complement the free seminars and provide in-depth 3-hour and all-day classes on topics like weather, cruise planning, engine systems, electrical systems, and fishing. Advance registration at SeattleBoatShow.com is required. 3-hour classes are \$55 and all-day classes are \$150.
- **Uncorked – Sails & Ales** – Our signature and most popular promotions on the opening Friday (Uncorked) and our closing Friday (Sails & Ales). Sponsored by Basta Boatlifts and S3 Maritime.
- **17 & Under Free Admission** – Kids 17 and under get in free.
- **Be Whale Wise** - Interested in learning what you can do to help protect the endangered Southern Resident Killer Whales (SRKW)? Are you also interested in winning 2020 season tickets to the Seattle Seahawks?! Make sure to stop by the Be Whale Wise booth in the West Hall #56 for your chance to win Seahawks season tickets and learn about SRKW!
- **Kids Aqua Zone** – Fun for the little boaters: Aqua paddlers, Scavenger hunt, Boat books, Kinetic sand and coloring books, Cornhole, Giant Jenga, Gutter boat racing, Boat craft building, and Face painting (weekends only).
- **Free Heated Boat Rides** - See the boats on display at South Lake Union...from the water! All ages are welcome aboard the all-electric 21' Duffy, which will take passengers on a guided, 20-minute tour and point out fun facts about South Lake Union and the unique qualities of the boats moored at the Seattle Boat Show. Warm up on the enclosed, heated boat tour while viewing these spectacular yachts from a different angle. Blankets are provided for an added snuggle factor.
- **Career Fair** – Monday, Jan. 27 from 9:00 – 11:00 a.m. at CenturyLink Field & Event Center. Over 30 marine businesses are trying to fill over 100 positions in the recreational marine industry. Attendees receive free admission to the show at the conclusion of the Career Fair.
- **Women's Day** – Monday, Jan. 27 with a special Women's Day Pass available in the BUY TICKETS section of SeattleBoatShow.com women can attend the show for free. Women's Day is a perfect opportunity to meet extraordinary local women boaters. Take part in presentations on a variety of topics with 10 free seminars presented by some of the most experienced and talented women in the maritime industry. Sponsored by KOMO/4.

