



2024 Seattle Boat Show Advertising & Marketing Plan

Thank you for exhibiting at the 2024 Seattle Boat Show, presented by Sundance Yacht Sales & Marinas and the Port of Seattle. We think it's important for exhibitors to be aware of everything we are doing to promote the show. The total budget for purchased media in 2024 is \$265,000, plus an additional \$87,000 of bonus media added from bonus/value-added no charge spots, trades, and contest promotions.

We have three themes this year: "Fun Starts Here," "You Belong On A Boat," and "Boat Curious," with the goal of getting new boaters into boating.

Below you will find more information on when the advertising will appear, including details about our marketing efforts.

Traditional Advertising

\$140,000 Budget - Purchased by The Media Place, Inc.



Note: This is the 28th year that The Media Place (TMP) has placed the Traditional Media Buy for the Seattle Boat Show. Standing on longstanding relationships and good business practices, every year TMP continues to get us the most value possible, despite increasing rates, personnel and ownership changes, and so many other factors. We are deeply grateful for this relationship. This year, Carol Ann reports NO RATE INCREASES and an extra 264 tv spots over last year.

- **Television:** Started Jan. 25, a total of **1,379** :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.
- **Radio:** On-air promotional giveaways started Jan. 16. Paid advertising began Jan. 25, a total of **1,390** :30/:15/:10 second spots will run on The OutdoorLine (710), KIRO-AM (710 ESPN), KIRO-FM (97.3), KJAQ-FM (96.5), KZOK-FM (102.5), KJEB-FM (95.7), KJR-FM (93.3), KJR-AM (950), KKWF-FM (100.7), KSWD-FM (94.1), KISW-FM (99.9), KQMV-FM (92.5), KRWM-FM (106.9), KUOW-FM (94.9), KNWN AM/FM (1000/97.7), KISM-FM (92.9). Radio Trades start January 25 on KPUG-AM (1170), KISM-AM (92.9), KAFE-FM (104.1), KGMI-AM (790), KBAI-AM

(930), KELA-AM (1470), KMNT-FM (104.3), KAPS-AM/FM (660/102.1), KBRC-AM (1430), KGY-FM (95.3), KYYO-FM (96.9), KXXO (96.1). This includes paid and non-paid (bonus, value-added) spots.

- **Print & Boating Publications:** *NW Yachting, Pacific Yachting, 48 North, NW Sportsman, The Reel News, Salmon & Steelhead Journal*
- **BONUS:**
 - TV: an estimated \$28,650 of additional bonus/value-added no-charge spots over and above the paid schedule. These no-charge spots use our pre-produced :30/:15/:05 spots and billboards ("brought to you by..." with a slide visual of the logo)
 - Radio: an estimated \$20,220 additional bonus/value-added no charge spots over and above the paid schedule. These no-charge spots use our pre-produced :30 and :15 spots and program sponsorships ("brought to you by...")
 - Radio Trades: an estimated \$9,100 minimum of :30 spots running on radio stations that are in the Radio Trade Program (60 tickets + \$100 = \$1,300 value, 7 stations)
 - Radio Contest Promotions: an estimated \$10,000 in value for on-air mentions with contest ticket giveaways to winners. Beyond on-air mentions, many stations also include their contest on their websites and social media.

Digital Advertising

\$125,000 Budget – Purchased by AdMark

Pre-Show Campaign: 11/15 – 12/15

Targeting “Segment 3” from SBS23 Survey/Research Data (boat owners/water sports enthusiasts who have never or not attended the show in 10 years.)
75% off adult ticket offer. (Ad Example to the right)

Flight 1: 12/26 - 1/22

Flight 2: 1/22 - 2/10

- Facebook & Instagram
- Paid Social – Boosted Posts
- Google Search
- YouTube
- Banner (Display) Ads
- CTV/OTT (Streaming Platforms): 1/19 - 2/10
- Bonus Impressions from Retargeting Packages offered to Exhibitors and NMTA Members



We target boaters in the PNW and audiences that show signs of being interested in boating, including lookalike and high-intent audiences. We also target past NMTA event attendees, website visitors, and email lists.

Social Media & Direct Email

We use all Seattle Boat Show and NMTA Facebook, Twitter and Instagram social media channels (30,000+ followers) to promote the show. We also have a direct email campaign showcasing this year's event consisting of six emails to 53,000+ boaters that have previously attended NMTA events including Seattle Boat Show and the Anacortes Boat & Yacht Show.

Exhibitor Assets & Webinar: We have provided exhibitors with social media graphics, overlays, and templates to help promote the Seattle Boat Show. We held a webinar on January 18th for exhibitors showcasing these new assets and demonstrating effective ways for exhibitors to promote the Seattle Boat Show to their customers. Head to the Exhibitor Information page (seattleboatshow.com/exhibit) to download these assets and watch the webinar recording.

Earned Media

Earned Media: At press time of this document, stories about the Seattle Boat Show have already appeared in *NW Yachting*, *48North*, *Trade Only Today*, *Northwest Sportsman Magazine*, *Reel News*, *Outdoors NW*, *Fabulous Washington*, *Puget Sound Business Journal* and on *KIRO-710 Outdoor Line*. We expect coverage to continue to ramp up (especially TV and radio) as we get closer to and throughout the event, thanks to Lisa Samuelson of Samuelson Communications who handles our public relations for the event. If you have an idea of something that is newsworthy, please email Lisa at Lisa@samuelsoncom.com

Posters

11" x 17" posters were mailed to all Washington and Oregon exhibitors, NMTA members in Washington state, and West Marine, Cabela's & Bass Pro Shops stores in Washington state. As in years past, we also give 200 posters to Keep Posted to post at all of the most visible poster locations in the greater Seattle area including Sea-Tac airport.

Uncorked - Sail & Ales Tickets

As always, we expect exhibitors to distribute over 35,000 Uncorked/Sails & Ales special event tickets to their customers and **encourage you to also take advantage of this proven strategy for getting your customers to the event**. Each ticket includes one adult admission, one drink, and a souvenir wine or craft beer glass (while supplies last). This package is a \$30 value, but costs exhibitors just \$8 ONLY if the ticket is redeemed.

Website – www.seattleboatshow.com

This year, we released a revamped and updated SeattleBoatShow.com. The new website is the next evolution of the website, catered towards changing browsing habits and device use since the website was originally built. The website is designed to be easier to navigate, more mobile-friendly, responsive, and engaging, with significantly more images and video from inside the show to enhance the browsing experience. This was an intentional design direction based on the GMA Research following the 2023 Seattle Boat Show. The new website maintains our traditional navigation bar but offers much more "content scrolling" on all pages. The site features detailed show information about:

- 300 exhibitors at Lumen Field Event Center and Bell Harbor Marina with booth number, company description, phone number and website links.
- Searches for: New Boat Brands on Display at Lumen Field Event Center, In-Water Boat Brands on Display at Bell Harbor Marina, Marine Services on Display, and Accessory Brands on Display.
- Show Attractions
- Parking & Transportation + Hotels
- Locations & Show Map
- FAQ, Contact, Media, Press Releases + Exhibitor Newsroom) + More.

Promotions & Features

This year we have a diverse variety of promotions and attractions planned for the show. The following is a brief description of each. Complete details are available at SeattleBoatShow.com.

- **\$5 Parking** - Enjoy \$5 Discount Parking at Bell Street Pier Garage for attending the Seattle Boat Show. Simply show your coupon on the way out of the garage. The coupon can be picked up at the box office and shuttle pick-up/drop-off locations at Bell Harbor Marina.
- **Boys in the Boat Panel Presentation:** Saw the movie or read the book and want to learn more? Don't miss The Boys in the Boat special panel presentation on Sunday, Feb. 4 from 1 - 2 p.m. The presentation is hosted by UW Rowing historian Eric Cohen and he will discuss the history of UW Rowing and the epic quest for gold at the 1936 Berlin Olympics. Cohen was one of Daniel James Brown's first contacts when researching his 2013 novel, Boys in the Boat. The panel will feature esteemed alumni, coaches, historians and experts on the evolution of UW rowing. They will share the inside story of the Boys in the Boat and the traditions and values that drive the highly successful rowing teams at Washington. Tickets available at seattleboatshow.com.
- **Free Chowder at Bell Harbor Marina on Weekdays** - Boat Show ticket holders can enjoy a free cup of Anthony's clam chowder when visiting Bell Harbor Marina at the Port of Seattle on weekdays from 12:00 p.m. – 3:00 p.m.
- **Dogs on Deck** – Leash up your furry first mate and head to the show on Thursday, February 8 for Dogs on Deck! Your dog(s) can stroll the red carpets with you, meet and greet with dog trainers, get a photo in the Photo Booth, have a custom dog tag made with our on-site engraving machine, and sniff out their favorite boats. Additionally, celebrity dog Eba, the orca scat-sniffing dog who has been featured on BBC, PBS, Netflix, and DisneyPlus, will be giving a special presentation with research biologist Dr. Deborah Giles at 3pm that will showcase their efforts to help protect endangered SRKW whales.
- **2 for 1 Tuesday** - Grab your boating partner and head to the show Tuesday, February 6 to take advantage of our 2 For 1 Tuesday promotion! Get your Buy One, Get One Free tickets at



seattleboatshow.com.

- **Boat Show Tours:** Prepare to embark on a maritime adventure like no other with our in-person self-guided tour of the 2024 Seattle Boat Show! Wander at your own pace from a location of your choice, discovering an array of vessels from rugged fishing boats to well-appointed yachts and all the boating gear you can imagine! To help boaters navigate the show floor and discover the boats and accessories that captivate their specific interests, the self-guided tour will include 13 stops, strategically placed throughout the 5 display areas, highlighting the products, activities, and show features that attendees can expect to find in each location. Start the tour at SeattleBoatShow.com.
- **Free Shuttle** – Full size and mini motor coaches provide complimentary, high quality bus service continuously between Lumen Field Event Center and Bell Harbor Marina. The busses run daily, one hour before the show opens to one hour after the show closes.

- **Free Seminars** – Free boating and fishing seminars (sponsored by Sundance Yacht Sales & Marinas) are available at Lumen Field Event Center. Note: the free boating and fishing seminars can only be watched in-person at the show as was done in 2020 and earlier.



Boat Show University – These 90-minute and 6-hour advanced classes (sponsored by Boat Insurance Agency) are intended to complement the free seminars and provide more in-depth instruction on topics like weather, cruise planning, engine systems, electrical systems, and fishing. These classes can be viewed online after the show with the All Aboard Package. Our exclusive All Aboard Package includes 9 days of admission (\$40 value), in-person admission to all 18 BSU classes (\$1,062 value) plus online access for three months after the show, and a daily Tunnel Club drink voucher.

- **Uncorked + Sails & Ales** – Our signature Friday night promotions include the Uncorked wine event sponsored by Basta Boatlifts on 2/2 and the closing Friday Sails & Ales beer event sponsored by S3 Maritime on 2/9. Exhibitors can purchase Uncorked and Sails & Ales exhibitor tickets (charged only when redeemed). Each package includes one adult admission, one drink, and a souvenir wine or craft beer glass (while supplies last). This package is a \$30 value, but costs exhibitors only \$8 ONLY if the ticket is redeemed. Order forms can be accessed via the exhibitor dashboard and tickets can be picked up in show office anytime. If you have any questions about ordering Uncorked or Sails & Ales Tickets, please email wyatt@nmta.net
- **17 & Under Free Admission** – As always, 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)? How about winning tickets to the Seattle Seahawks for doing so? Make sure to stop by the Be Whale Wise booth in the West Hall #56 for your

chance to win Seahawks tickets and learn about SRKW!

- **Career Fair** – Monday, February 5, 8:30 – 10:00 a.m. at Lumen Field & Event Center. The recreational boating industry is experiencing tremendous growth and this is your chance to get in with many immediate openings available. Attendees receive free admission to the show at the conclusion of the Career Fair.
- **Women’s Day** – Monday, February 5 - Women can attend the show for free with a special Women’s Day ticket available at SeattleBoatShow.com. Women’s Day is a perfect opportunity to meet extraordinary local women boaters. Take part in presentations on a variety of topics with free seminars presented by some of the most experienced and talented women in the maritime industry. Sponsored by KOMO-4.
- **Youth Boating Center:** Young sailors and their families are invited to visit the Youth Boating Center (Booth: East 1400) to begin their boating adventures. Introductions to sailing, STEM, and the marine world await – with volunteers from various organizations providing educational information on boat building, propulsion, sailing opportunities, knot tying and more! PLUS, little mariners (suggested age 3-8) can enjoy time on the water in the Aqua Paddlers boat pool and Lemons for Good will be offering Free Lemonade from 12-3pm on Saturdays and Sunday.
- **Pedal Boat Cup:** We are recreating all the excitement of Seattle’s iconic hydroplane races indoors, sponsored by Ranger Tugs & Cutwater Boats! Contestants will pedal and drive human powered ‘hydroplanes’ — pedal boats on wheels — and navigate the ‘waters’ of Lumen Field Event Center, competing against other pedal boats for the fastest time around the special race course. This will be a winter celebration of the Pacific Northwest’s beloved summer boating tradition. Expect some intense racing action and great hilarity. At stake: Daily prizes for fastest times include Seafair admission and pit passes, and the Grand Prize (drum roll please!), a Yellow Section Broadside Tie on the Seafair Log Boom (\$925 value) to enjoy the best views of the hydros and the Blue Angels.
- **Antique & Classic Boat Display (including *Conny* from “The Boys In the Boat”):** Step back in time and wander a collection of restored antique and classic boats. Each vessel has its own unique story and showcases the skill and craftsmanship of generations past. The Pacific Northwest chapter of the Antique & Classic Boat Society (ACBS) will have a display in booth East 1400. Come admire the boats and/or engage with knowledgeable restoration enthusiasts! And don’t miss *Conny*, a 28’ cedar boat built for the



University of Washington Crew team and named for famed rowing coach Hiram B. Conibear. *Conny* put in many years of service on the UW crew team as the coaches' boat and is prominently featured in the recently released movie adaptation of the bestselling book "The Boys in the Boat," produced by George Clooney.

- **Boat Building Demo:** A full-size stitch-and-glue boat kit building demo will take place daily (Booth: E1326) across the aisle from the kid's toy boat building activity in the Youth Boating/Kids Zone. A fully assembled 10' rowing/sailing dinghy will be built from a plywood kit during the 9-day run of the show. When complete, it will be raffled off to a guest attendee of the show.
- **Women's Wake Surf Workshop:** Whether you're a curious beginner or a seasoned rider, Sisters in Action Sports is building a welcoming and inclusive sisterhood to support women and girls of all ages in achieving their goals on the water. On Monday, Feb. 5, attend the Sisters in Action Sports seminar at 11:15am or stop by their display (booth, West 80) to be inspired by SAS leaders, learn more about wakeboarding, surfing and SUP, and sign up for future on-water workshops with Sisters in Action Sports.
- **Tunnel Club Lounge:** For the first time in show history, welcome to the Seahawks Tunnel Club (North Hall), where boaters (21+) can gather to unwind, celebrate and plot new adventures on the water. Indulge in a handcrafted cocktail, beer or wine and take advantage of a quiet harbor to forge a new friendship or seal the deal on the purchase of your dream boat! The Tunnel Club is also the venue for daily Expert Reception from 4pm – 6pm. This is a great time to meet and hear from boaters who have been all over the PNW and even the world! Drink service begins daily at Noon. Last call is one hour prior to show close.

Thank you, Sponsors!

Sundance Yacht Sales & Marinas, Port of Seattle, Basta Boatlifts, S3 Maritime, Golden Boat Lifts, Ranger Tugs & Cutwater Boats, Boat Insurance Agency, Peoples Bank