

SEATTLE BOAT SHOW PHOTOS & VIDEOS

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 and video in multiple channels, and your submissions might be selected to be highlighted in these ads.

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

BEST PRACTICES

- Photos and video must be **AUTHENTIC** to the Pacific Northwest (no palm trees, no crystal blue waters). Ideally, you want to feature northwest landmarks (Seattle skyline, Mount Rainier, distinct San Juan Islands, lighthouses, etc) to establish context of location.
- Images and footage 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!)
- Content with people wearing life vests while under way is preferred
- Avoid use of images with alcohol
- Wide images 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, saved in high resolution (min. of 300dpi, 2000px wide), and submitted as JPG, TIFF, or PSD
- Video footage should be high definition in 16:9 wide format, with no text or graphics/logos overlay. Footage should be provided in .MP4 or .MOV formats

Please send your images (or links) to: advertising@seattleboatshow.com



at the **BIG** SEATTLE  **BOAT SHOW JAN 31-FEB 8**
LUMEN FIELD EVENT CENTER + BELL HARBOR MARINA

Details and discount tickets at seattleboatshow.com



NATURAL NORTHWEST

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



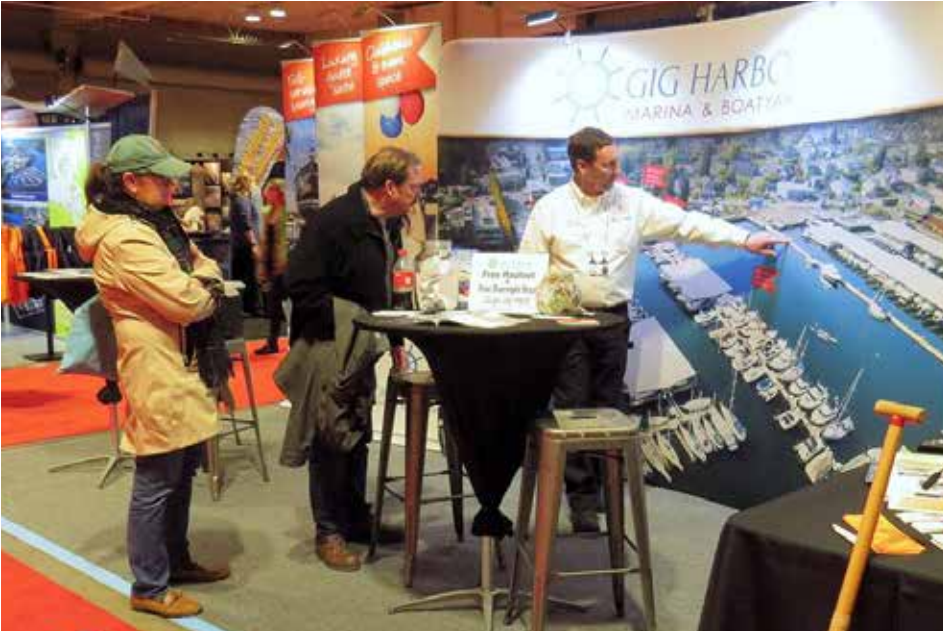
PEOPLE, PEOPLE, PEOPLE

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



SERVICES / ACCESSORIES ON DISPLAY

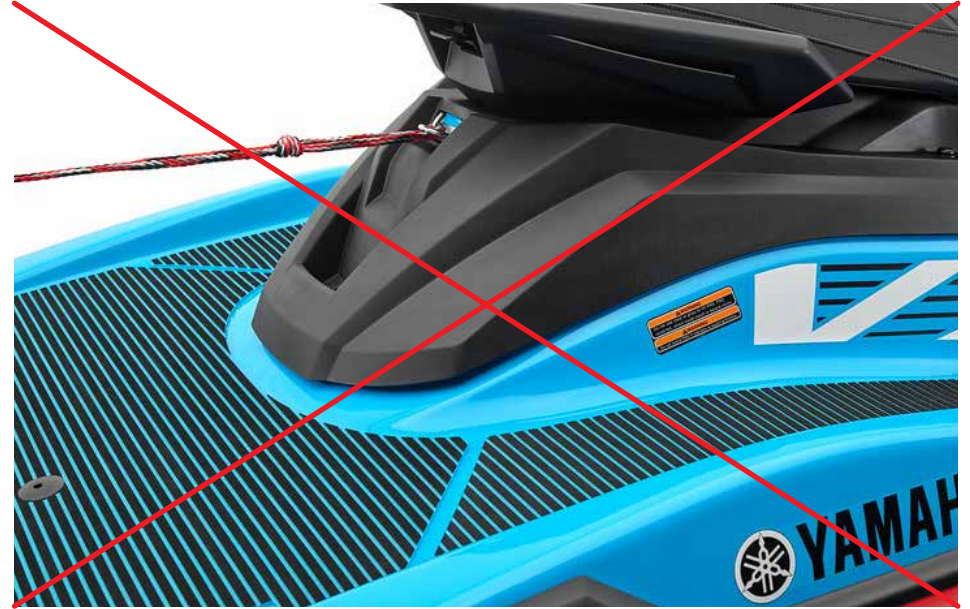
Technology and gear to show the wide variety of offerings available at the Seattle Boat Show.



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