

## 2026 Seattle Boat Show Advertising & Marketing Plan

The total budget for purchased media in 2026 is **\$264,500**, with additional bonus media from value-added/no-charge spots and contest promotions we have elevated our show visibility to maximize ticket sales earlier than ever before.

Included in this drive, is support from three media sponsors that will help increase show attendance overall, and especially on the day of events:

- KOMO-TV: Military and First Responder Appreciation Day Media Partner on 2/4.
- KIRO-TV: Women's Day Media Partner on 2/2.
- KRWM-FM: Dogs On Deck Media Partner on 2/5.



Each partner has delivered on-air media, promotional and social media support that has markedly increased our show marketing impact.

This year, our messaging focuses on the top three reasons to attend the show:

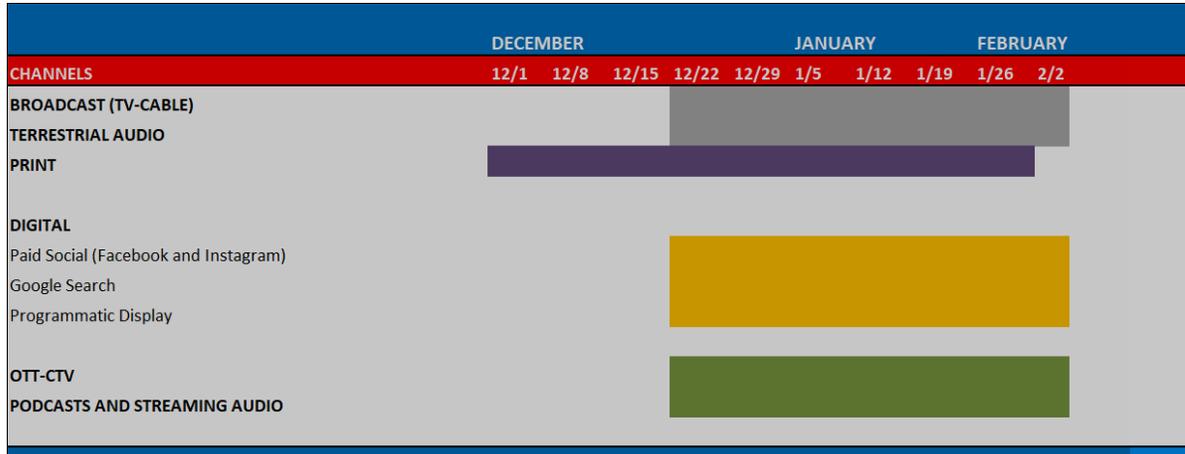
1. **BIG Selection**
2. **BIG Deals**
3. **BIG Fun**

We developed a multi-channel advertising plan based on industry and proprietary research, including guest surveys we conducted over the past few years, to create data-driven and creative strategies that maximize budget efficiency and drive attendance.

Channels include Traditional TV, cable, radio, and print; Digital; Streaming TV and audio; podcasts; and promotional pillars to extend paid media.

[Promotional pillars were designed to “shout-out” to the market that the Seattle Boat Show is back BIGGER than ever. We tied our paid media investments to strong local partners that would create contests and/or media partnerships that would drive ticket sales in 2026.

## Paid Advertising Schedule



## Key Target Audiences

**Segment One & Two:** Interested in boating/sailing, current boat owners, or in-market to purchase a boat. Includes past attendees (customer list and website visitors) for retargeting purposes only.

**Segment Three – “First Timers”:** Active/interested in water sports, fishing, and outdoor activities, who have never attended the boat show and may or may not own a boat. Includes younger and more diverse audiences drawn to paddleboards and other small watercraft or accessories. Likely to engage in new events such as Seattle Boat Show After Dark.

**General Demographics:** Adults 25+ with household income \$100K+

### Geography – Key Target Zip Codes:

- Washington State
- Juneau, AK
- Anchorage, AK
- Portland, OR
- Coeur d’Alene, ID
- Vancouver, BC

## Broadcast TV, Cable & Radio Overview

Seattle consists of one major TV DMA, with spillover from Portland TV in the SW part of the state, and one major radio market.

**Cable Networks:** Seattle Interconnect covers the marketing area, with opportunities to heavy up in targeted zip codes to reach Segment Three.

### Flights:

- 29% of budget during the first three weeks for awareness & ticket sales
- Remaining 71% supports ticket sales in the following weeks

### Channels:

- **Linear TV:** KOMO-TV, KING-TV
- **Cable:** CNN, DISC, HIST
- **Terrestrial Radio:** KRWM, KZOK, KIRO-FM, plus small market radio



**Objectives:** Generate awareness across key marketing areas while maintaining strong market penetration and message frequency.

In 2026, our focus was on targeting our audiences in high-profile programming such as live sports and prime. To date we have run in college sports: Sugar Bowl, Citrus Bowl, Cotton Bowl, and Holiday Bowl. Plus, NFL, NHL, and NBA games. Prime programs include: 60 Minutes, Law and Order, 911 and Boston Blue.

We believe quality over quantity is key. Spots are spot...it matters who sees them.

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## Print

Six magazines will begin marketing the show in **November 2025**:

- NW Yachting
- NW Sportsman
- The Reel News
- 48 North
- Pacific Yachting
- Salmon and Steelhead Journal



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## Digital & Social Advertising

**Channels:** Google Search, Meta (Facebook & Instagram), Programmatic Display

**Flights:**

- **Flight 1:** Lower daily budget to build engagement
- **Flight 2:** Higher daily budget to maximize conversions in the week leading up to the event

**Budget Allocation:**

- Google Search: 17%
- Meta: 42%
- Programmatic Display: 41%

**Objectives:** Shift Meta campaigns to awareness + conversion to increase impressions and retargeting. Continuously test and optimize audiences, creative, and copy.

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## OTT-CTV

**Flights:** 38% of budget during the first three weeks; remaining 62% for ongoing ticket sales

**Channels:** Pluto, Fubo, Amazon, Tubi, Sling, Hulu

**Objectives:** Maintain strong impressions and pacing delivery. Focus on Segments One & Two while still reaching Segment Three.

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## Digital Audio & Podcasts

**Target:** Adults 25–44, with 70% spending 2–3+ hours daily listening to streaming audio or podcasts

**Channels:** iHeartMedia, Amazon, Spotify, Deezer, Barstool Sports

Note: Brand-safe partners only selected.

**Objectives:** Generate awareness, maintain strong impressions, and optimize campaign performance.

Channels	Total Budget	Budget Flight 1: 12/26/25-1/15/26	Budget Flight 2: 1/16-2/7/26
Broadcast (TV-Cable)*	\$84,900	\$29,000	\$55,900
Terrestrial Audio*	\$24,000	\$0	\$24,000
Print	\$7,600	\$7,600	\$0
Paid Social – FB/IG	\$36,000	\$14,500	\$21,500
Google Search	\$18,000	\$7,000	\$11,000
Programmatic Display	\$36,000	\$17,000	\$19,000
OTT-CTV	\$47,000	\$18,000	\$29,000
Podcasts and Streaming Audio	\$11,000	\$3,000	\$8,000
Total	\$264,500	\$96,100	\$168,400

**TOTAL 2026 SEATTLE BOAT SHOW BUDGET: \$264,500**

\*BONUS will run during Flight 1 for TV-Cable and radio.

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## Bonus Impressions from Digital Advertising Packages Offered to Exhibitors and NMTA Members

- Retargeting including past NMTA event attendees, website visitors, and email lists.
- Targeting PNW boaters and audiences showing boating interest, including lookalike and high-intent audiences to our retarget core group of attendees and fans.

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## Social Media & Direct Email

- 30,000+ followers across Seattle Boat Show and NMTA channels
- Eight-email direct campaign to 53,000+ past attendees
- Exhibitor assets (logos, social graphics, templates) available at:  
[seattleboatshow.com/exhibit](http://seattleboatshow.com/exhibit)

**It's a team effort, please help promote the show!**



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## Earned Media

PR handled by Samuelson Communications. Coverage confirmed or published in:

48North, Best4Boats, Everout Seattle, Fishing For a Reason, KIRO-710 Outdoor Line, Nautical Northwest Magazine, Northwest Sportsman Magazine, Reel News, Salmon and Steelhead Journal, Salmon Trout Steelheader, SEAToday, Trade Only Today, Travel and Tour World, Waggoner, Fox 13, KING 5 TV, KING 5 Evening, KOMO TV, Northwest News Radio

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## Posters

- 11" x 17" mailed to all Washington & Oregon exhibitors, NMTA members, West Marine, Cabela's, Bass Pro Shops
- 200 posters provided to Keep Posted for high-visibility locations in Seattle area, including Sea-Tac Airport

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## Website

[www.seattleboatshow.com](http://www.seattleboatshow.com)

- Continually refined and mobile-friendly, the site features:
  - Robust Exhibitor, Brand, and Activities search directory
  - Easy-to-read schedule of seminars and classes
  - Complete attendee information: Parking & Transportation, Hotels, Seminars & Boat Show University, Promotions, Contests, Features, FAQs, & More
  - Online ticketing system
- Exhibitor Portal and **new Guest Ticket System** enable exhibitors to send tickets electronically to clients and guests

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## Promotions & Features

Promotion	Date/Time	Details	Sponsor/Media
\$5 Parking (+tax)	All Days	Bell Street Pier Garage w/ coupon	Bell Harbor Marina
Boat Show After Dark	Fri evenings	5–9 pm, ambient lighting, music, pour stations, \$25 ticket incl. all-day admission + 1 drink	Basta Boatlifts, S3 Maritime
Sip & Sketch	Sat, Jan 31, 2–5 pm	Live artist sketches, wine/beer included	Arc Boats
Bubbly at the Boat Show	Sun, Feb 1	First 1,000 guests 21+ get mimosa w/ souvenir flute	Sundance Yachts
Women's Day	Mon, Feb 2	Women attend free w/ online ticket; wake surf workshop & women-focused seminars	KIRO-7 TV
Career Fair	Mon, Feb 2, 9:30–11 am	Industry career event free w/ admission. Email <a href="mailto:wyatt@nmta.net">wyatt@nmta.net</a> to showcase your business!	NMTA

<b>Promotion</b>	<b>Date/Time</b>	<b>Details</b>	<b>Sponsor/Media</b>
2-for-1 Tuesday	Tue, Feb 3	2 tickets for \$20 online special	–
Taco Tuesday	Tue, Feb 3	T’Juana Tacos, 2 for \$10.50 street tacos	–
Boating’s In Our Blood	Wed, Feb 4	Donate blood w/ Bloodworks NW & get free admission + parking	–
Military & First Responder Appreciation	Wed, Feb 4	Free admission with ID. Show at Box Office.	KOMO 4
Dogs on Deck	Thu, Feb 5	Bring Your Dog! Rainier Veterinary Hospital and Paws with Cause on-site. \$3 Hot Dogs at Concession	Port of Seattle, WARM 106.9 FM
Chow Down on Chowder	Weekdays	Free Anthony’s clam chowder at Bell Harbor Marina, 12 - 3 pm M - F	–
Kids Boat Building & Activities	All Days	Hands-on activities + free admission for kids 17 & under	–
Mister Softee Ice Cream Boats	All Days	Large soft serve Mister Softee ice cream in souvenir toy boats, \$10	Peoples Bank
Free Shuttle	All Days	Between Lumen Field Event Center & Bell Harbor Marina	–
Be Whale Wise! Go Hawks!	All Days	Learn about SRKW + Seahawks ticket giveaway	NMTA
Tunnel Club (21+) Lounge	All Days	Adults-only lounge space with handcrafted cocktails, beer, wine. Opens daily at noon.	–

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## Ticket & Cost Highlights

- Adult Day Ticket: \$20
- 9-Day Pass: \$40
- Kids 17 & under: Free
- Seniors: \$2 off single-day adult admission at box office
- Military Appreciation Day (2/4): Active & former military get in free with Military ID (ticket at box office)
- Boat Show University: \$49/class, includes single-day show admission ticket

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## Thank You, Sponsors

Port of Seattle, Sundance Yacht Sales & Marinas, Basta Boatlifts, S3 Maritime, Arc Boats, Ranger Tugs, Cutwater Boats, Solara Boats, Boat Insurance Agency, Peoples Bank, Northwest Inboards, Nautical Northwest Magazine, Adair Homes, Harley Exteriors

