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## ***Boat Show Exhibitor Magazine Launching in February***

***New, free magazine dedicated to all things boat shows to help exhibitors maximize their investment***

CHICAGO – December 7, 2010 – A new, national, free magazine for boat show exhibitors, appropriately titled *Boat Show Exhibitor*, will launch in February to an initial, estimated 20,000 individuals throughout the U.S. The magazine is being published by Imagination, one of the country's leading custom publishing and content marketing agencies, and underwritten by the National Marine Manufacturers Association (NMMA).

*Boat Show Exhibitor* is the world's only magazine dedicated solely to helping boat show exhibitors maximize their primary marketing investment – boat shows. According to the recently released *2010 Boat Show Purchase Influence Report* from Foresight Research, boat buyers ranked boat shows as the most influential factor during the consideration phase of the sales funnel. Each issue of *Boat Show Exhibitor* will help the exhibitor realize sales opportunities and improve their ROI via exclusive case studies, display tips, show sales and marketing tools, and technology and techniques from veterans of the boating and related consumer show industries.

A team of industry writers, marine industry consultants as well as experts from related industry consumer shows will contribute content on topics impacting boat show exhibitors. Topics will range from staffing your display, product presentation, sales training, lead follow-up and customer service to marketing, research, drawing visitors into your display, building sales pipelines and making the sale.

Some initial contributors and consultants for *Boat Show Exhibitor* will include:

**Cyndee Miller: Content Director, Imagination.** Miller has more than 20 years of experience spanning magazines and websites. Along with extensive work in business media, she has also worked with *Lakeland Boating* and *Great Lakes Angler* magazines as well as the *Ports o' Call* line of cruising guides. She is a member of Boating Writers International.

**Matthew Wright: Senior Editor, Imagination.** Previously, Wright spent more than a decade editing *Lakeland Boating* and *Great Lakes Angler* magazines as well as the *Ports o' Call* line of cruising guides. He is a member of Boating Writers International.

**Steve Rosenberg: President, Avid Custom Media.** With more than 20 years of experience, Rosenberg will oversee all advertising for *Boat Show Exhibitor* and provide publishing guidance, tapping into his experience as former publisher of *Boating World* magazine and as a veteran of the industry having worked with the Watersports Industry Association, the Georgia Boating Advisory Council, and as spokesperson for the Discover Boating campaign. Rosenberg is also a recipient of a National Partnership Award from the U.S. Coast Guard Auxiliary.

**Ron Hein: Vice President, Foresight Media.** Hein will provide insights and data from Foresight's recent *2010 U.S. Boating Industry Marketing Communications Influence Report* in addition to other research that will help boat show exhibitors maximize their marketing dollars. Hein will lend his expertise to numerous articles and tips on how a boat show exhibitor can best tap into marketing channels to reach their target audience.

"No other magazine provides insights to maximizing your boat show marketing investment like *Boat Show Exhibitor*," notes Thom Damrich, president of NMMA. "Whether its peer interviews and case studies,

economic news and trends or in-depth features, even the most seasoned boat show exhibitor will discover new ideas to generate more sales from boat show participation.”

The free publication will include four issues in 2011: February, May, August and November. The inaugural issue will be mailed February 7, 2011 to an initial, estimated 20,000 individuals throughout the marine industry including boat dealers, boat show booth exhibitors, marine accessory manufacturers, boat manufacturers and other companies with a vested interest in success at boat shows. The magazine will be unveiled during the Miami International Boat Show.

The 2011 Boat Show Exhibitor editorial calendar will feature:

- An unparalleled source of primary research and data leveraging some of the industry’s most robust research and statistics from third-party and insider resources and organizations.
- What works to get show attendees to visit your display and how to increase time with prospects ready to make a purchase.
- Expert advice on managing prospects before, during and after the show; building a pipeline of future customers.
- Designing your show experience to address current owners and future buyers in addition to those ready to buy at or shortly after the show.
- Case studies and insights from top performing consumer show veterans to showcase best practices for maximizing boat show ROI.

A complete editorial calendar can be accessed online from the magazine’s official website [www.boatshowexhibitor.com](http://www.boatshowexhibitor.com)

Interested subscribers and advertisers are encouraged to visit [www.boatshowexhibitor.com](http://www.boatshowexhibitor.com) to sign up for their free copy of *Boat Show Exhibitor* and learn more about getting involved. Advertisers can also contact Rosenberg directly at [steve@avidcustommedia.com](mailto:steve@avidcustommedia.com) or 404.644.1223. The space closing for the inaugural February issue is December 22 with a material closing on December 29.

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**About Imagination:** Imagination ([www.imaginepub.com](http://www.imaginepub.com)) is the leading custom content marketing agency, helping clients build relationships and increase engagement with their customers. Imagination clients include B2B and B2C marketers, and industry and trade associations.

**About NMMA:** National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information visit [www.nmma.org](http://www.nmma.org).