



Bay Bridge Boat Show

New/Brokerage

April 22-25, 2010

ADVERTISING & MARKETING

Our goal is to bring together the greatest number of exhibitors and attendees of the highest quality. To accomplish that goal, our marketing mix includes:

* National Magazine Advertising

Full four-color spreads run in virtually all major national and regional boating magazines

* Electronic Online Communication

Internet. Our Web site – www.usboat.com – receives millions of hits in search of information and inspiration

Direct E-Mail. Extensive use of newsletters, e-blasts, and e-mails dramatically improve our communication with prospective attendees, exhibitors, and sponsors

Social Networking. Frequent use of Twitter and Facebook

E-Ticket Sales. As Internet commerce has proliferated so has online ticket purchasing

* Major Market Newspaper and Radio

Newspapers. Placed in major metropolitan areas including: Washington, D.C., Baltimore, and Philadelphia

Radio. Spots and ticket giveaway promotions on Baltimore and Washington's top-rated stations

Press Releases and Press Kits. Submitted to hundreds of press contacts nationwide

* Promotional Sponsorships

We have a vast distribution of promotional material through relationships with boating organizations, e-mail services, merged mailing lists, and exhibitor promotional efforts.

Visit our Press & Media Room for details at www.usboat.com

* In-Show Video Network

Our own video programming provides continuous coverage of show information, streaming news and weather, and exhibitor and sponsor advertising

Please send your press releases, brochures, spec sheets, digital media and photographs of your boats or products to:

Bay Bridge Boat Show

980 Awald Road, Suite 302 Annapolis, Maryland 21403

phone 410.268.8828 • fax 410.280.3903

e-mail info@usboat.com • web www.usboat.com

Bay Bridge Boat Show

New/Brokerage



United States Yacht Shows

April 22–25, 2010

Bay Bridge Marina • Kent Island, Stevensville, Maryland

Reserve Your Space Today



To Apply for Space

Return the enclosed space reservation form to:

Bay Bridge Boat Show

980 Awald Road, Suite 302
Annapolis, Maryland 21403

phone 410.268.8828 • fax 410.280.3903

e-mail info@usboat.com

VISIT UNITED STATES YACHT SHOWS INC

y in The Bay Bridge Boat Show

king
ea



Marine Trades Association of Maryland & Yacht Brokers Association of America members get special discounts for exhibit spaces. When you exhibit, you'll be supporting your trade association! The show pays MTAM and YBAA a percentage of their members' exhibit fees.

Show Dates

Set-Up Days: Tuesday & Wednesday, April 20, 21, 9 am – 6 pm

Show Days:

Thursday, April 22, 10:00 a.m. – 6:00 p.m.

Friday & Saturday, April 23–24, 10:00 a.m. – 7:00 p.m.

Sunday, April 25, 10:00 a.m. – 6:00 p.m.

Move-Out Days: Sunday evening & Monday morning, April 25 – 26

Water Spaces

MTAM or YBAA Member: \$3.25/sq ft

Non-Members: \$3.50/sq ft

The rate is the same for both new and brokerage boats.

All boats are to be represented by brokers or dealers.

No "boats for sale by owner" will be admitted to the show.

SPACE COST = rental rate x beam x total length
including overhangs like bowsprits, bow pulpits, and swim platforms.

Land Spaces

MTAM or YBAA Member: \$3.00/sq ft

Non-Members: \$3.25/sq ft

Booth Spaces

Each booth will have access to one standard 110V outlet per space, free of charge.

Freight handling services, furniture and carpet rentals are available.

Booth Size 10x10

Member \$625

Non-Member \$675

The Bay Bridge Boat Show is endorsed by: