

sponsorship opportunity



19th Annual
Spring
BOATING
EXPO
March 17-20, 2011
Rock Financial Showplace

Michigan's "Time to Buy!" Boat Show

At 200,000 square feet, the SBE is the last chance to buy during the official boat show season. The SBE provides one of the most productive sales efforts for boat businesses and boaters wanting to be sure they are ready for spring launch.

A great buying opportunity for more than 14,000 people who attended the 5-day event in 2010

55% of Attendees are Prime Market age of 35-64

4 Million Boating Participants in Michigan

Michigan has nearly one million registered boats on file, with an estimated four million boating participants; 75% of these boats are deemed towable or potentially 750,000 boats.

Proven Results

Exhibitors count on this show's proven track record of attracting motivated buyers, generating immediate sales and producing highly qualified leads.



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All Sponsorship Packages include:

- 1) Logo recognition and hyperlink on SpringBoatingExpo.net
- 2) Logo recognition in the Marine Trade News, Boat Show News, Mbia.org and Boatmichigan.org
- 3) A minimum 10 x 10 foot booth to promote your company and/or products.
- 4) Recognition on Show media buy: TV, Radio, Outdoor, Online, Print (amount dependant on sponsorship levels)
- 5) Logo recognition on the Show program and floorplan

\$2,000 Level

Dogs Love Weekends Too:

Sponsor this very popular feature each weekend when dogs are brought to the show to be adopted by boaters. Most dogs love the water and boating – and boaters are known to take their pets out on the water. An Internet contest for the cutest boating pet is included.

“Green Boating” Exhibit:

The whole world is “going green” and boating is no exception. This great exhibit will feature products and services that help the industry and boaters protect Michigan’s water wonderland.

\$5,000 Level

Boater Hospitality Room Sponsor:

Yacht Clubs, Boat Clubs, Fishing Clubs, Antique & Classic Boat Clubs, and many other marine groups will visit the show and utilize a hospitality room at Cobo Center as a meeting and break space. Sponsor a hospitality room and get your marketing message out to these groups in an exclusive setting.

Discover Boating Center Sponsor:

This special exhibit features boats that can be purchased for under \$250 per month and an unbiased question and answer “boat guy” to help you get started in the buying process. Hang a banner and place literature in the display area.

\$10,000 Level

Bar Sponsor:

Sponsor this fun and exciting cocktail area that has become a favorite for show-goers. The Bar will be named after your company and/or product and will be ready to entertain and refresh boaters at the Spring Boating Expo. The Bar Sponsor, which includes signage, table top displays, your logo on sponsor provided hostess and waitress’ t-shirts, opportunities for giveaways and much more.

Entry Ticket Sponsor:

Get your logo and/or coupon on the show entry ticket and get into the hands of thousands of boating enthusiasts in Michigan. Place a redemption coupon or a marketing message; lead them to your business, your Web site or plan a giveaway to collect addresses. (deadline)

Inflatable Village Sponsor:

One of the most popular exhibits in the show for kids and for parents who need a break. The inflatable village features a number of kid-friendly inflatables for climbing, jumping and racing. Your company will receive recognition for free entry into this exciting exhibit with signage, banners and in the show program.

Information Booth:

Sponsor the Spring Boating Expo Information Booth and get prime central location signage, banners and logo recognition on the show floorplan. Information staff will wear Sponsor provided Logo T-shirts and hats as will the show runners who deliver messages, newsletters and supplies around the show each day.

Media Sponsor: \$10,000 minimum in-kind trade value

Media are invited to sponsor the Spring Boating Expo with a dollar investment for opportunities listed above or with in-kind trade for advertising. Media are offered exclusivity within their segment. Media segments include Television, Radio, Print and Outdoor. Media will receive logo recognition on non-competitive mediums. The value of logo placement is 100% of gross media contribution. Show management reserves the right to limit or exclude media sponsors based on the best interest of the show.

Presenting Sponsor: \$30,000

The presenting sponsor will have logo inclusion on all show advertising and printed collateral including, floorplan, Web site, tickets, newsletters and direct mail/promotion flyers. Presenting sponsor will be given exhibit space at the event, the opportunity to hang up to 3 banners and will receive 100 free tickets to the event. Presenting sponsors requests must be approved by the Show Advisory Committee and may be limited to certain industry segments.

Customized Sponsorships: \$ Open

Our desire is to help you meet your marketing goals through opportunities available at the Spring Boating Expo. If you have a specific need or idea regarding how you would like to participate as a sponsor at the Spring Boating Expo, please share with us your plans and budget and we will work to make it fit.

Note:

- *All signs, banners, and other imprinted items must be pre-approved by show management for size, material and content.*
- *Other customized sponsorship opportunities are available. Please communicate needs and requests to Spring Boating Expo Management for approval.*
- *Contract rules and regulations apply.*
- *No financing is allowed on the show floor, lending institutes are granted logo recognition only.*

For more information or to sign up as a sponsor, please contact:

MICHIGAN BOATING INDUSTRIES ASSOCIATION

Phone: 734.261.0123; Fax: 734.261.0880; boatmichigan@mbia.org



Boating in Michigan

Recreational boating brings \$3.9 billion to Michigan's economy each year and represents more than 758 marinas, 460 marine dealers and more than 51,000 jobs.

The Great Lakes region is first in registrations with more than a quarter (26%) of all registered boats in the country.

There are more than 750 marinas (including 626 Great Lakes and connecting waterways marinas with capacity of 10 or more boats), 1,400 public access sites and 85 Great Lakes recreational harbors in Michigan.

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Show Attendees

A minimum of 19% of families visiting MBIA Boat Shows have household incomes over \$150,000; 44% have household incomes over \$100,000; 61% have household incomes over \$75,000; 73% over \$50,000 (2007 MSU Survey).

For more information or to sign up as a sponsor, please contact

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32398 Five Mile Road, Livonia, MI 48154

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