

Strictly Boaters

“A new and different kind of boat show”

May 4, 5 & 6th 2012

Marketing Plan for 2012

The primary goal of the Strictly Boaters boat show is to bring qualified buyers and sellers together at one location without the trappings of traditional shows. This marketing plan seeks to accomplish this goal. This plan is not static. It is constantly evolving and will be updated as necessary to meet the goal of attracting the greatest number of qualified prospects who are interested in ALL types of power boats.

The **Marketing Plan** consists of five primary aspects:

1. **StrictlyBoaters.com** All advertising and correspondence will reference this official website. The site will contain the following information:
 1. An overview of the show and FAQ
 2. Parking instructions and a “Getting Here” piece
 3. A “What’s On Display” section featuring each exhibitor’s contact information, display vessels and a link to their own website.
 4. A “Ticket” page with entrance fee and instructions on how to obtain complimentary tickets. Attendees will receive complimentary tickets in return for specific lead information which will then be transmitted to the relevant dealer/manufacturer.
2. **Direct Mailings:** A rack or post card piece with show and ticket information will be mailed to the following:
 - The regional SEA TOW membership list of 5000 active boaters
 - South Jersey Marina, Tournaments, Yacht Sales, Service and Canyon Club data base of approximately 5000 active boaters.
 - Commercially available mailing lists of multi-state, regional boaters.
 - Exhibitors will be supplied with these same cards, customized and announcing that they will be attending the show. Exhibitors are encouraged to use the cards to reach out to their own data bases.
3. **Print Advertising:** Single or multiple full page color and/or black & white ads will appear in the following publications during late March and April. Publications include, but are not limited to Boat Trader, the Salty Dog, Nor’Easter, The Fisherman, as well as selected newspapers such as the Ocean City Sentinel Ledger and Asbury Park Press.
4. **Website Banner Ads:** Banner ads will be placed on several websites including but not limited to: Sportfisherman.com, The BassBarn.com, and CanyonRunner.com.
5. **Complimentary Ticket Program:** Attendees will be able to receive two complimentary tickets for Strictly Boaters simply by presenting their Safe Boating Certificate (card) at the gate or at participating West Marine and Boater’s World retailers. Attendees can also obtain complimentary tickets by contacting an exhibitor. Exhibitors will be furnished with ample tickets to disburse as they see fit.