

## **News from US Powerboat Show**

### **Annapolis, Maryland, USA**

Dear Show Exhibitor:

This October marks the 40<sup>th</sup> Anniversary of the United States Powerboat Show in Annapolis. We would like to express our appreciation to our valued exhibitors and the community of Annapolis for four decades of loyal support. In conjunction with the Annapolis Economic Development Corporation, we will produce a spectacular Anniversary Gala on Thursday, October 13, 2011 from 6 to 8 pm. Here is a peek at some early details:

Where: The Historic William Paca House & Garden

This restored home of William Paca, signer of the Declaration of Independence and Revolutionary-era Governor of Maryland, stands today as one of the most elegant landmarks in Annapolis. This 18<sup>th</sup> century Georgian-style home has two covered brick terraces overlooking a reconstructed two acre "pleasure garden".

Food Service: Catered hot hors d'oeuvres

Beverages: Full cocktail service, wines, beer, and soft drinks

Transportation: Bus service will be extended until 8:30 pm

Door Prizes: Numerous party favors and door prizes will be provided for all from West Marine, the City of Annapolis businesses, BoatUS, and others.

Admission will be by invitation only and must be limited to the first 400 guests who respond. Please stay tuned for additional details throughout the summer and fall. Very soon we will be sending formal invitations to our contracted exhibitors soon.

### **Advertising Campaign Underway**

The USYS fall boat show advertising budget has been finalized, media buys have been made, and ads will soon fill the boating and lifestyle magazines, regional radio, TV, and newspapers. Again this year, nearly \$300,000 of advertising will be contracted for the combined sailboat and powerboat shows in October, 2011. Over 30 national and international as well as 11 regional publications will contain over 70 pages of advertising for our shows. Fifteen regional radio stations will broadcast nearly a thousand radio spots and a substantial Comcast

television schedule is being established across the region. Web and email campaigns have been developed with several quality organizations to provide millions of impressions among boaters over the next few months. These shows will be more aggressively promoted than ever before in our history.

In addition, we have increased our concentration of Mid-Atlantic region advertising for the US Powerboat Show. After studying the demographics of each show and recognizing the high percentage of attendees from this region, we are focusing more radio, newspaper, and television advertising dollars in those major-market areas. The last-minute push for impulse attendance will be tremendous.

We look forward to a very active fall boat show season.

Please visit our website for more information about the show, as well as exhibitor paper work.

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

