



# PROGRESSIVE NORWALK BOAT SHOW

September 23–26, 2021  
Norwalk Cove Marina

## YOUR CUSTOMERS WILL BE HERE. WILL YOU?

### DID YOU KNOW?

The Progressive® Insurance Norwalk Boat Show® is fall's premier in-water boat show—a 46-year tradition that draws boaters, fishermen and water sports enthusiasts from throughout the northeast—including New York City, Long Island, Rhode Island, and Connecticut's prestigious Gold Coast.

### MEET OUR AUDIENCE

**69%** of attendees own a boat

**51%** household income of \$151K or greater

**21%** were ages 35–54

**88%** were repeat visitors

**40%** household income of \$76K–\$150K

**40%** were ages 55–64

Sources: 2019 post-show attendee and exhibitor surveys

### RATES

BULK	NMMA/CMTA Member	Non-Member
250–1,499 sq. ft.	\$9.45 sq. ft.	\$11.45 sq. ft.
1,500–2,199 sq. ft.	\$9.20 sq. ft.	\$11.20 sq. ft.
2,200–2,899 sq. ft.	\$8.25 sq. ft.	\$10.30 sq. ft.
2,900–3,599 sq. ft.	\$7.25 sq. ft.	\$9.25 sq. ft.
3,600+ sq. ft.	\$6.35 sq. ft.	\$8.00 sq. ft.
IN-WATER		
300–2,199 sq. ft.	\$10.40 sq. ft.	\$11.70 sq. ft.
2,200–2,899 sq. ft.	\$10.10 sq. ft.	\$11.40 sq. ft.
2,900–3,699 sq. ft.	\$9.70 sq. ft.	\$11.00 sq. ft.
3,700+ sq. ft.	\$9.25 sq. ft.	\$10.55 sq. ft.
BOOTH (10'x10')	\$840	\$995

Bulk rates include boat handling, material handling (cranes/forklifts), and 30-day warehousing

Booth rates include flooring, carpet, draped backwall, draped side rail, and one (1) 110v electrical outlet

### REACH PROSPECTS AT THE BEST TIME TO SELL—WHEN THEY ARE LOOKING.

- Almost **13,000 boaters** walked through the door in 2019
- **45%** said their primary reason to attend was “to buy”
- **62%** of attendees made a purchase
  - **46%** purchased accessories/hardware
  - **17%** purchased dock/marina equipment
  - **42%** purchased nautical gifts/clothing

### SHOW MARKETING TARGETS KEY BUYING DEMOGRAPHICS



Highly visible advertising campaign and public relation efforts get the word out and drive ticket sales. Social media efforts engage and connect with new audiences.

Enjoy **FREE** marketing exposure before, during and after the show.

- Year-round link on **BoatShowNorwalk.com**
- **NEW! Digital Show Guide Listing**—published online year-round

### READY TO RESERVE YOUR SPACE? WANT TO LEARN MORE? CONTACT:

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Visit **BoatShowNorwalk.com** for the latest show and exhibitor information.