



Anacortes Boat & Yacht Show LIVE
Thursday, June 25 & Friday, June 26

Your showroom, your marina, or the sales venue of your choice.

As long as in-person gatherings are temporarily on hold, traditional boat shows are on hold too. But the GREAT news is that Washington State is [Open for Boating](#), and NMTA invites you to participate in a brand new and unprecedented online interactive sales experiment: Anacortes Boat & Yacht Show LIVE (online.)

1. Why is this a good idea? Boaters are looking forward to the start of summer more than ever and need a safe and accessible way to shop, compare brands and connect with product experts. Likewise, marine businesses are eager to connect with prospective customers. Just like an in-person boat show, this interactive experience will drive traffic, and make it possible for boaters to search and find everything they need in one place. AND, most importantly, shoppers can talk live with exhibitors in real-time; no masks or sneeze guards needed.

2. What is the cost of participation and what does that include?

Cost: Participation starts at \$500 for accessory displays and \$750 for boat displays.

Includes: \$20,000 worth of targeted digital advertising to drive boaters and prospective boaters to your company via a searchable exhibitor list (filterable by company, category, brand, power, length, year). Your boats and products will be listed for up to 14 days prior to the LIVE show and at least 30 days post-show. This has the power to generate sales leads before, during, and after the show, provide shoppers with the details of your product, photos of your products, and even video!

PLUS: Most importantly shoppers can connect with your sales team in real-time during LIVE show hours Thursday, June 24 (3p-7p) and Friday, June 25 (11a – 7p) with just the click of a button.

3. Can I get a demo? If you'd like to see what it looks like to meet live with a customer in a virtual show room, please watch a recorded demo [HERE](#).

4. What if I've never done online live sales before? This is our first online boat show too. We've sought out the help of experts and coined it an "online sales experiment." If you're willing to give it a try, we're ready to provide the best coaching and technical support we can. With help from the NMTA staff and a professional teleconference expert you will be ready to greet customers in your own virtual showroom.

Training: In addition to 3 webinar training sessions and live Q&A training session, NMTA will individually test your company's teleconference link, offer practice opportunities and have a support center and help hotline available during the live portion of the show, should you or your customers experience any difficulties.

5. How do I sign up? An online application will be available on Friday, May 29 with additional information including: application deadlines, training schedule and required exhibitor commitments.

Please look for the application email on Friday, but if you need to reach me sooner, please email katiemc@nmta.net

Sincerely,

Katie McPhail | Boat Show Director
Northwest Marine Trade Association | 206-634-0911