



For immediate release

## Anacortes Boat & Yacht Show Goes Online, Live and Interactive

**SEATTLE, June 17, 2020** —As long as in-person gatherings are temporarily on hold, traditional boat shows are on hold too. But the boat show experience — the ability to shop, tour and compare boats all in one place and talk to multiple dealers and brokers — is not on hold, thanks to the Northwest Marine Trade Association’s (NMTA) new and innovative approach to the Anacortes Boat & Yacht Show. On Thursday, June 25, (3pm-7pm) and Friday, June 26, (11am-7pm), the show will be *online, interactive and live* with 30 exhibitors and more than 100 boats. The event is free and there is no cost to attend. To view and list of exhibitors and to register, visit: [Anacortes Boat & Yacht Show](#)

Unlike many virtual boat shows that are simply a static listing of boats, the Anacortes show will provide participants with the ability to talk and meet with as many salespeople and tour as many boats as they want, via Zoom meeting rooms. Participants can browse the boats on display and when interested in learning more, click on a “Go Live” link which will take them directly to that exhibitor’s Zoom meeting room. Once connected they’ll be transferred to a private Zoom meeting with a salesperson where they can ask questions and get a tour of the boat(s) they’re interested in. There’s no limit to the number of in-person Zoom meetings. Additionally, NMTA will provide concierge service and help with Zoom for anyone needing it.

“We know that many people are looking for pandemic-safe summer escapes and dealers are seeing an increase in people wanting to get into boating or upgrade their existing boat,” said George Harris, President/CEO of the NMTA. “We’re incredibly excited to be able to offer this interactive and live online option so that buyers can easily shop for a wide range of boats without having to visit multiple sites or do the work of contacting individual businesses to set up appointments.”

The show will also include another key and beloved element of traditional boats shows, the ability to learn and get inspired by experts. The show will broadcast live a series of expert speakers on a variety of different topics throughout both days including:

- *Waggoner Cruising Guide* editor and publisher Mark Bunzel with updates and tips about boating around Puget Sound the San Juans

- Weather guru Bruce Hedrick with the weather forecast for July for boaters planning their summer cruising
- Tom Nelson of *The Outdoor Line* on 710 ESPN with the outlook for fishing, shrimping, and crabbing this year
- Brian Krantz of Inside Passage Yacht Sales with boat buying tips

Visit [Anacortes Boat & Yacht Show](#) for a full schedule of our experts and topics.

#### **About the Northwest Marine Trade Association**

The [NMTA](#) is the nation's largest regional marine association. It represents more than 700 companies in the recreational boating industry, including boat dealers, boat brokers, marinas, boatyards, manufacturers, retailers and suppliers of boating accessories and services. The NMTA's mission is to promote the growth of recreational boating and members' businesses. The NMTA produces the Seattle Boat Show, the West Coast's largest boat show and the Anacortes Boat & Yacht Show.

#### **About the Anacortes Chamber of Commerce**

The [Anacortes Chamber of Commerce](#) is a member-based organization representing 500 businesses, community organizations and interested individuals. Its mission is to promote economic prosperity through innovative leadership, advocacy and collaborative community engagement. The Anacortes Chamber of Commerce also acts as the Destination Marketing Organization promoting to the travelling public and greeting guests to encourage them to Experience Anacortes...your island getaway.

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