

2023 Fall Boats Afloat Show

Exhibitor Promotions • August 25, 2023



Bullseye Creative

Today's Agenda

- Introduction
- Winning Strategies for Exhibitor
- Fall vs. Spring Branding
- Graphic Assets
- Email Signature Graphics
- Marketing Email Header Graphics
- Social Media Graphics
- Follow/Tag/Share
- More Marketing Ideas
- Conclusion



Winning Strategy for Exhibitors

As You Prepare for the Show, Keep in Mind...

- The boat show is an investment in your sales and marketing strategies. Make sure you maximize this investment opportunity.
- Advertise the show as if it's yours, because it truly is! Don't assume attendees already know you're there. Boost exhibit attendance by backing up your booth via your website, social media, emails, and client relationship sales channels.
- If you're participating, it's your event. Build a “show within the show” at your exhibit space to stand out.
- By letting your customers and potential clients know that you'll be present, you strengthen your connection with them.
- Provide incentives to visit your exhibit: prize drawings, exclusive discounts, or gifts/swag to attract booth visitors.
- Follow-up is key. The sales begin when the show ends.

<https://www.spinsheet.com/boat-show-winning-strategy>

<https://www.tradeonlytoday.com/columns-blogs/top-10-ideas-to-improve-your-boat-show-exhibit>



Fall Show vs. Spring Show

- Be sure to keep a close eye on materials as you use them because there is a differentiation between the last show and this show
- The Spring show branding was based around a teal color scheme
- The Fall show branding features a bright and rich orange color scheme



Spring Logo



Fall Logo

Fall Show Branding



Dream.



Explore.



Discover.



NORTHWEST YACHT
BROKERS ASSOCIATION

**BOATS
AFLOAT
SHOW**

FALL SHOW
SOUTH LAKE UNION


September 14-17
BoatsAfloatShow.com

ESTD 1839
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MADE BY THE SEA


RetelOne
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Follow our New Facebook Page  




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BOATS AFLOAT SHOW



FALL SHOW • SEPTEMBER 2023
SOUTH LAKE UNION | SEATTLE

September 14-17, 2023 | BoatsAfloatShow.com

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Graphic Assets

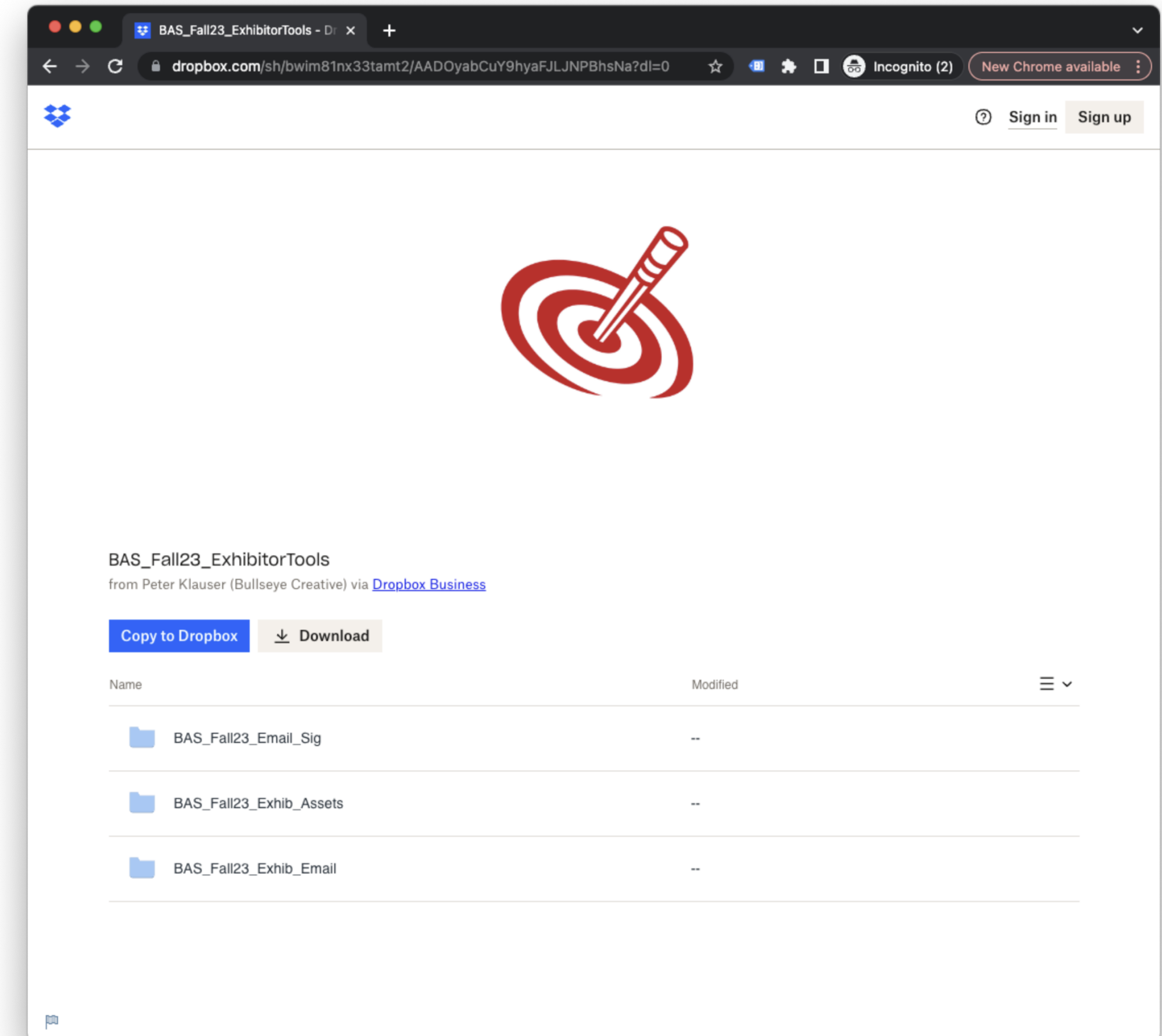
We have developed a collection of graphical assets to assist you with your marketing and promotion of the 2023 Boats Afloat Show, Seattle.

This includes:

- Email Signatures
- Social Media Graphics
- Marketing Email Headers

Link to Assets:

<https://www.dropbox.com/sh/bwim81nx33tamt2/AADOyabCuY9hyaFJLJNPBhsNa?dl=0>



Email Signature Graphics

330 pixels wide

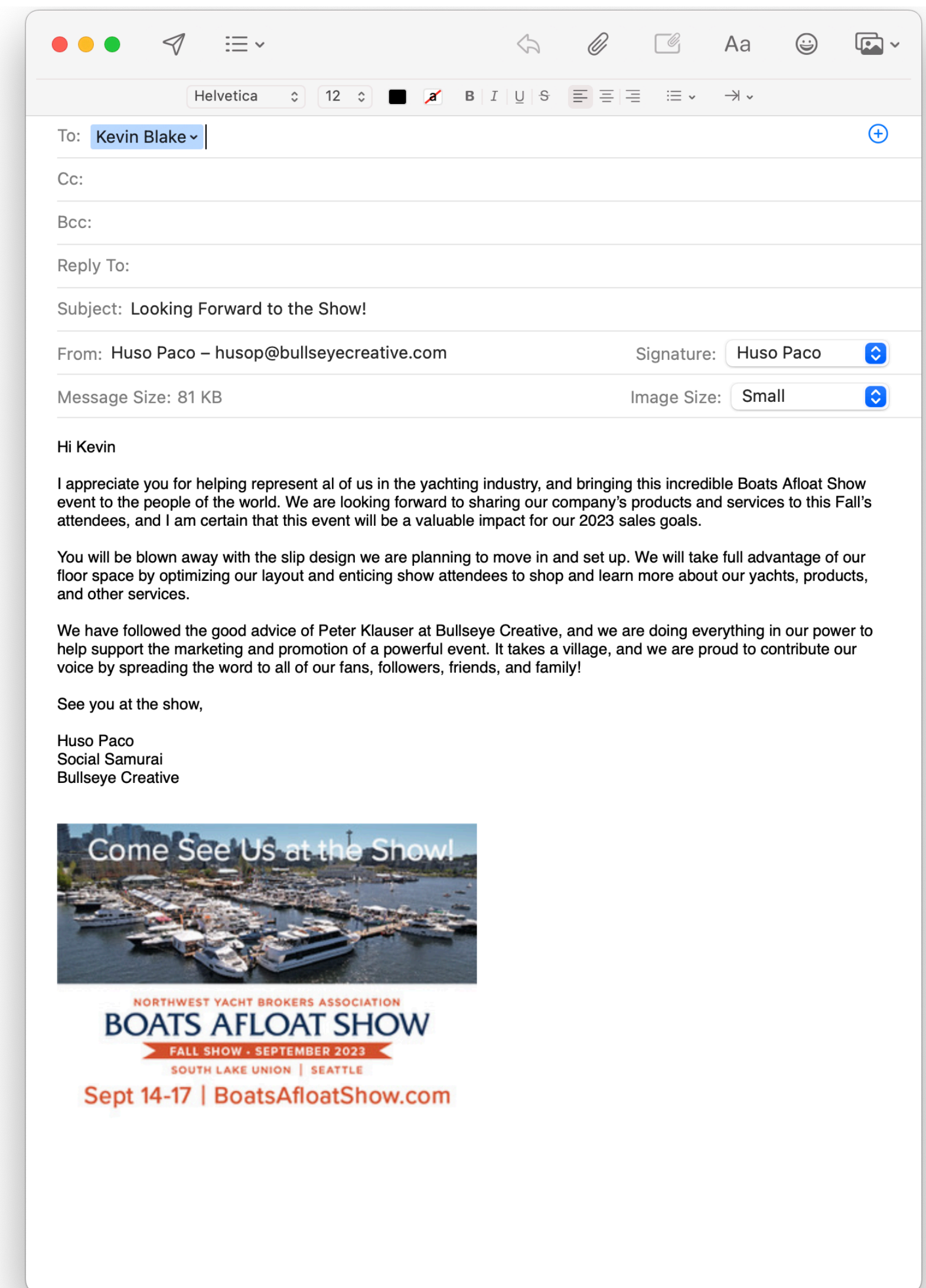


Email Signature

Simply place the email signature (PNG file) below your regular email signature.

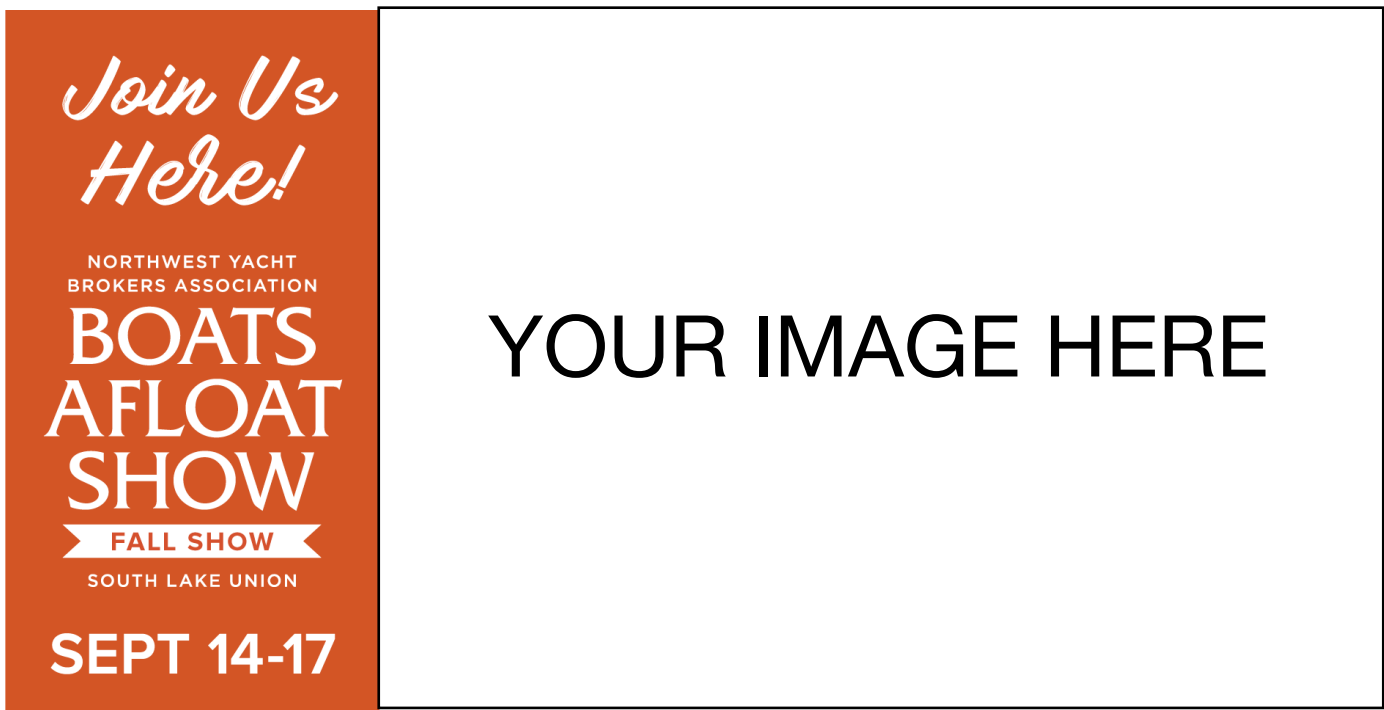
You can also add the image as part of your automatic signature (search Google for tips on how to do this with your specific Mail Program and Operating System).

If possible, you can also link the graphic to BoatsAfloatShow.com



Marketing Email Header Graphics

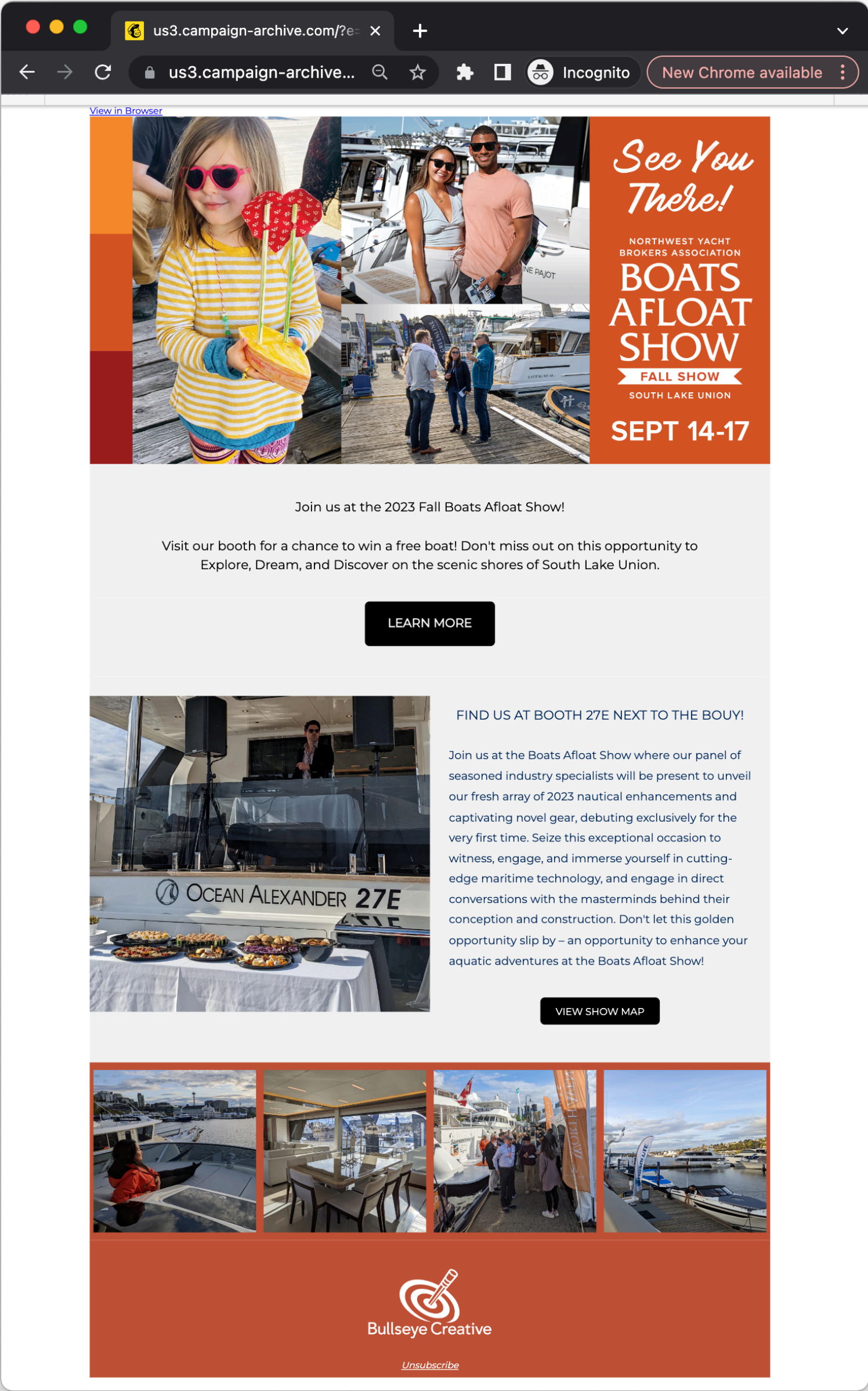
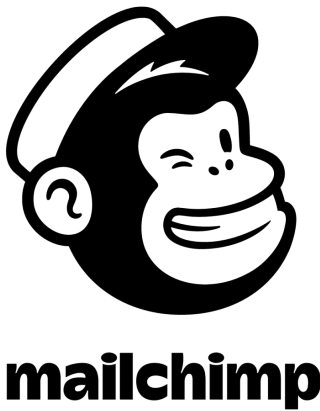
1200 x 600 pixels



Email Header

You can use these general header graphics in your marketing email program (MailChimp, Constant Contact, SalesForce, etc) as a masthead over your HTML promotional content.

Fill the rest of the email with special invitation information, encouraging your email recipients to visit your show location for a special incentive.



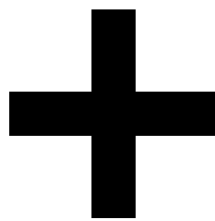
Social Media Graphics

1000 x 1000 pixels



Tag your posts with “@BoatsAfloatShow” and use hashtag “#BoatsAfloatShow” to connect your posts to our community.

Social Media Templates



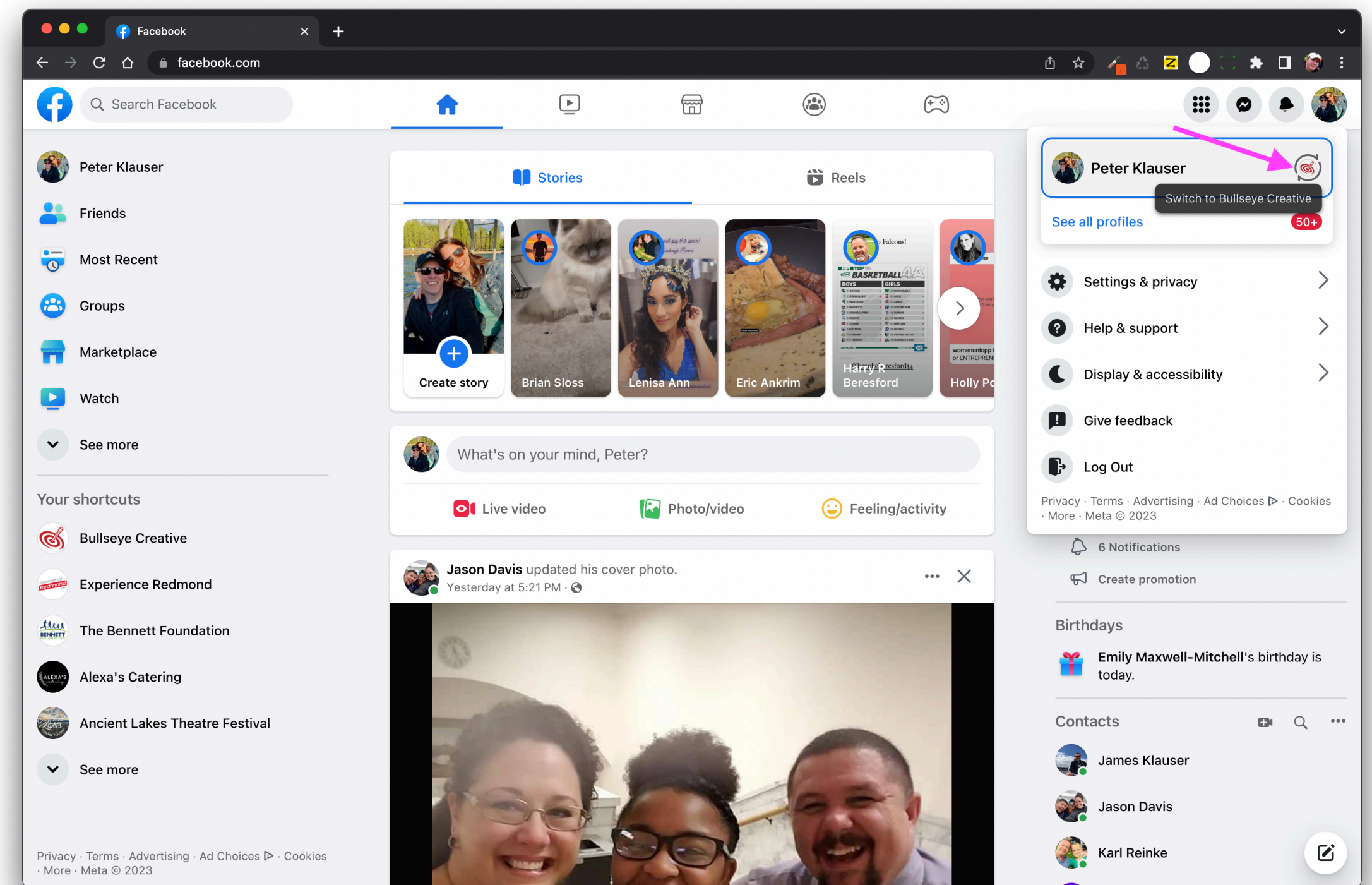
Facebook Engagement

If you are a Facebook Admin of your company's Business Page, simply click your profile image at top right, and then select the option to switch your profile view to your company's Business Page.

You will now be browsing Facebook as your company's Business Page.

Use the search at top left to find "Boats Afloat Show". Click into the Boats Afloat Show Page profile with the Fall show logo. Please note this is the new Facebook page they are building up, be sure you "Like" and "Follow" the Page (as your Business Page).

<https://www.facebook.com/BoatsAfloatShowSeattle>

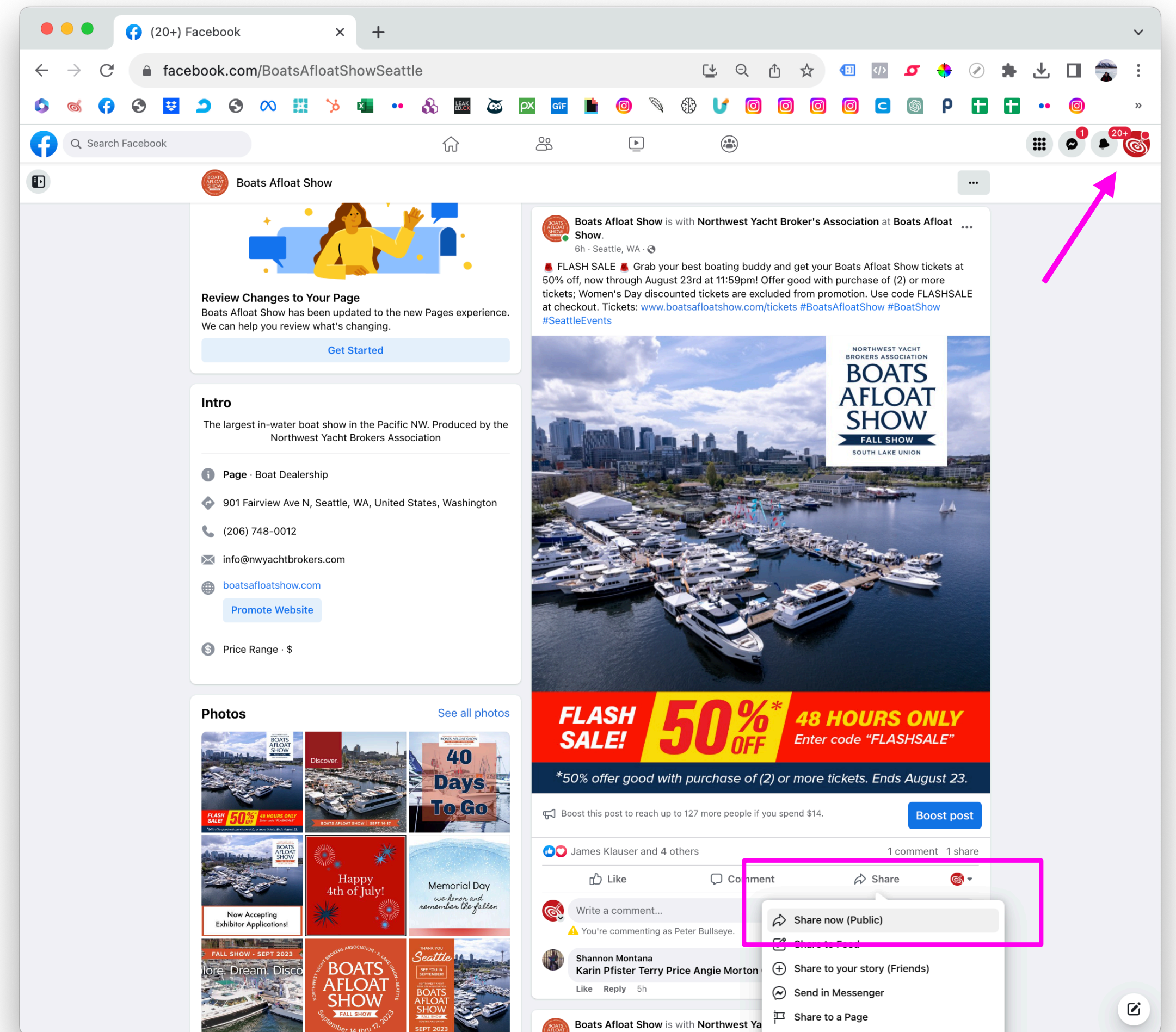


Facebook Engagement

Again, make sure you are viewing the Boats Afloat Show Business Page as your Business Page (see top right). Then, as you scroll through the show's relevant posts, be sure to "Like", Comment, and Share.

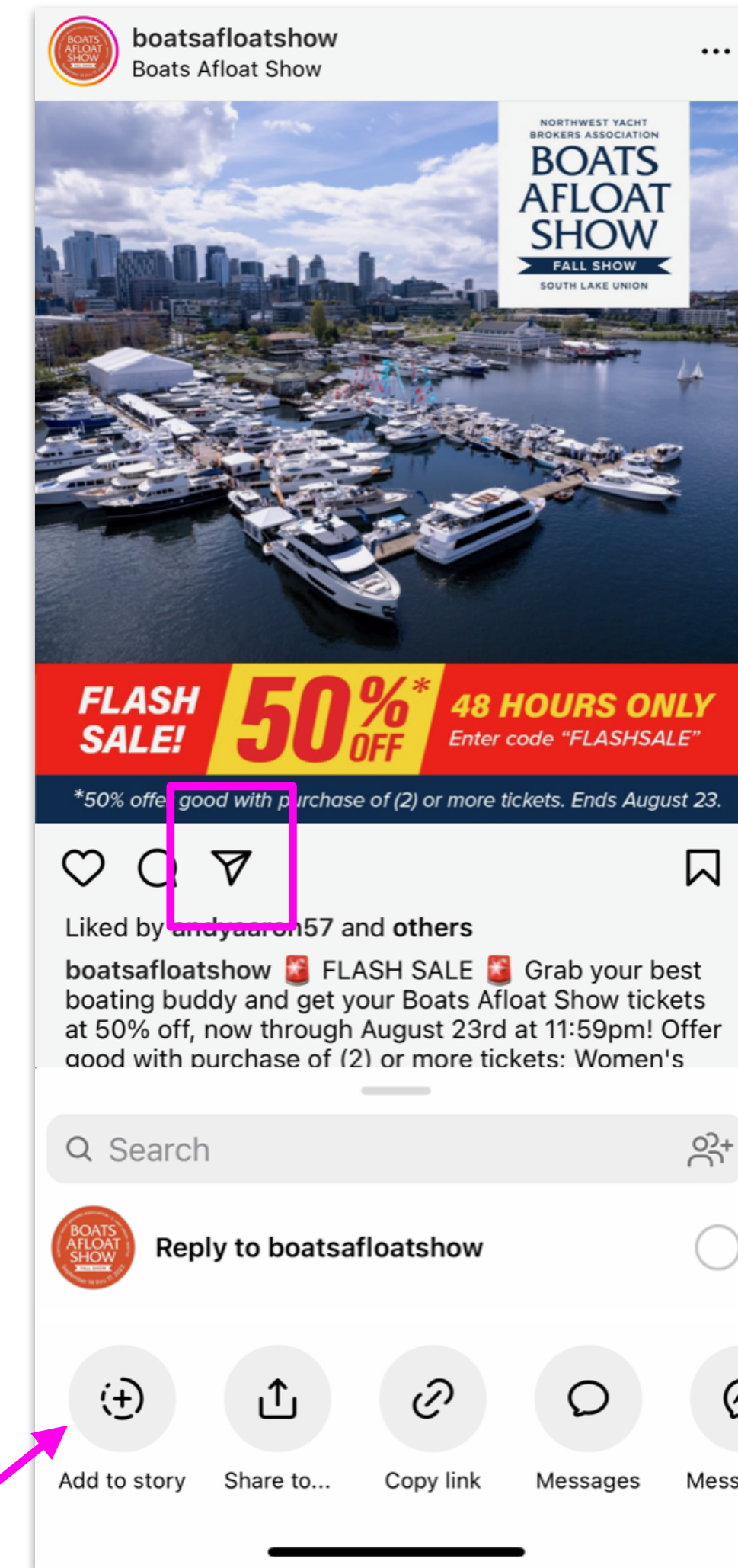
You can click "Share to Feed", write a caption to your audience, and then this post will be shared on your feed, with your audience.

You will be doing all of this as your Business Page, which will help connect your fans and followers to this important show content.



Instagram Engagement

- Engage regularly on Instagram by sharing Instagram Stories on your channel
- Utilize the provided Instagram Story templates for your own Story Posts
- You can share traditional Instagram posts to your Story, too! Amplify your reach and engagement by reposting Boats Afloat Show Posts to your own Story



Other Marketing Ideas...

Build Buzz to Maximize Attendee Participation

- **Boats of Note.** Take advantage of the show's PR by submitting your Boats of Note (to Barry Bartlett PR).
- **Exhibitor Tickets.** Request exhibitor tickets from NYBA, and distribute to your best customers. Offer incentives for visiting you.
- **Promote a Contest.** Build a contest that requires entry only at your exhibitor space at the show. Spin a wheel, answer trivia, and enter to win a special prize.
- **Offer Exclusive Deals.** Advertise your best deal of the season, only found at the show.
- **Incentivize Registration.** Sign up for a mailing list, drop a business card, fill out a raffle card, etc — Offer a reward in exchange for guests filling out a quick survey with their contact (and boat preference) information, so you can close the deal after the show.
- **Offer Fun for Families.** Provide special entertainment to guests with kids. If the kids aren't having fun, no one is having fun!
- **Pose for Photos.** Set up an Instagram-worthy display (with your logo, website, social handle or #hashtag visible), take photos of visitors, and offer to email it to them



Join Us at the Fall Boats Afloat Show!

September 14-17, 2023

