

# 2024 Spring Boats Afloat Show

Exhibitor Promotions • April 12, 2024



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# Exhibitor Promotions

## Agenda

- Introduction
- Exhibitor Winning Strategy
- Fall Show vs. Spring Show Branding
- Graphic Assets
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  - Social Media Graphics
- Social Media Engagement
- Storefront Signage
- Readerboard Marketing
- Additional Efforts
- Conclusion



# Exhibitor Winning Strategy

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

- Advertise the show as if it's yours, because it truly is!
- Dealers who believe it's only the responsibility of show organizers to promote are not seeing the bigger picture.
- If you're participating, it's your event, and your main focus should be on yourself.
- By letting your customers and potential clients know that you'll be present, you strengthen your connection with them.
- Boost exhibit attendance via website, social media, and emails.
- Provide incentives: prize draws, discounts, or gifts to attract booth visitors.
- Increase the likelihood of future business opportunities by showcasing your presence at the event.

<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 Fall show branding features a vibrant orange color scheme
- The Spring show branding was based around a teal color scheme



*Fall Logo*



*Spring Logo*

# Spring Show Branding

**Dream.**

**Explore.**

**Discover.**

NORTHWEST YACHT BROKERS ASSOCIATION  
**BOATS AFLOAT SHOW**  
 SPRING SHOW  
 SOUTH LAKE UNION  
 April 25-28, 2024  
 BoatsAfloatShow.com

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**Explore.**

**Dream.**

**Discover.**

NORTHWEST YACHT BROKERS ASSOCIATION  
**BOATS AFLOAT SHOW**  
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April 25-28, 2024 | [BoatsAfloatShow.com](#)

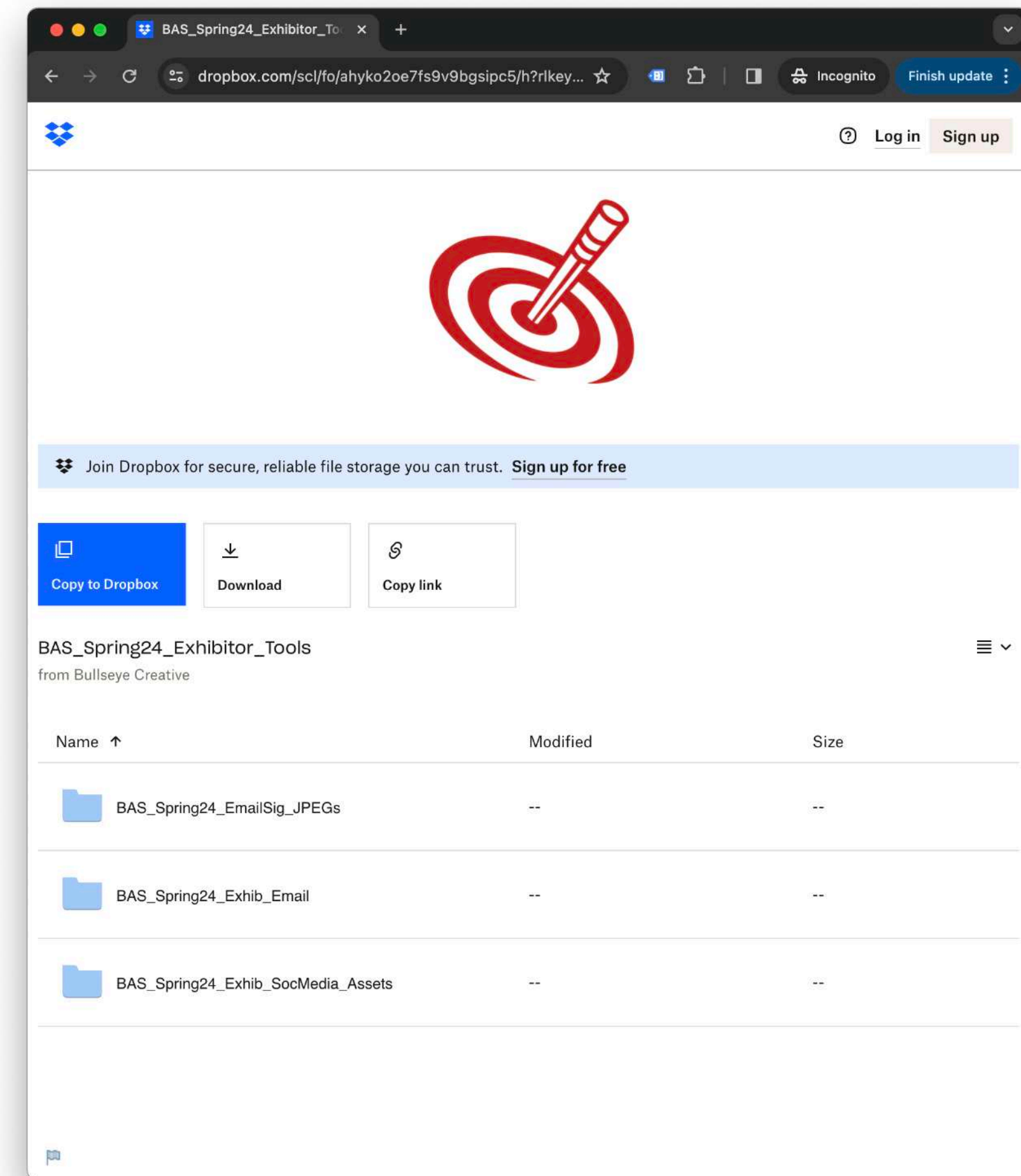
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# Graphic Assets

We have developed a collection of graphical assets to assist you with your marketing and promotion of the 2024 Spring Boats Afloat Show

This includes:

- Email Signatures
- Marketing Email Headers
- Social Media Graphics



<https://www.dropbox.com/scl/fo/ahyko2oe7fs9v9bgsipc5/h?rlkey=sssldt1j4rj1t0rl60wtc015z&dl=0>

# Email Signature Graphics

300 pixels wide

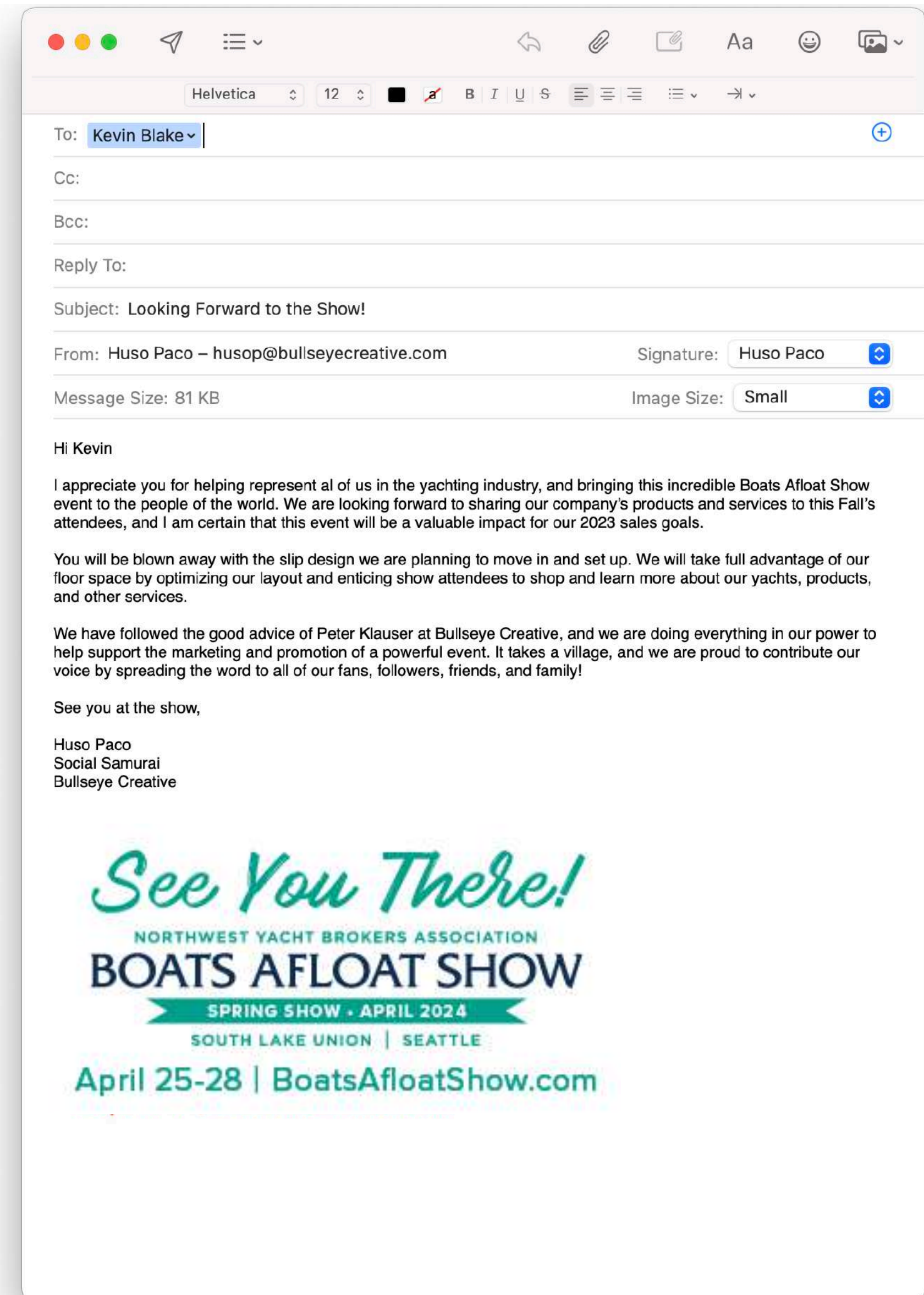


# Email Signature

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).

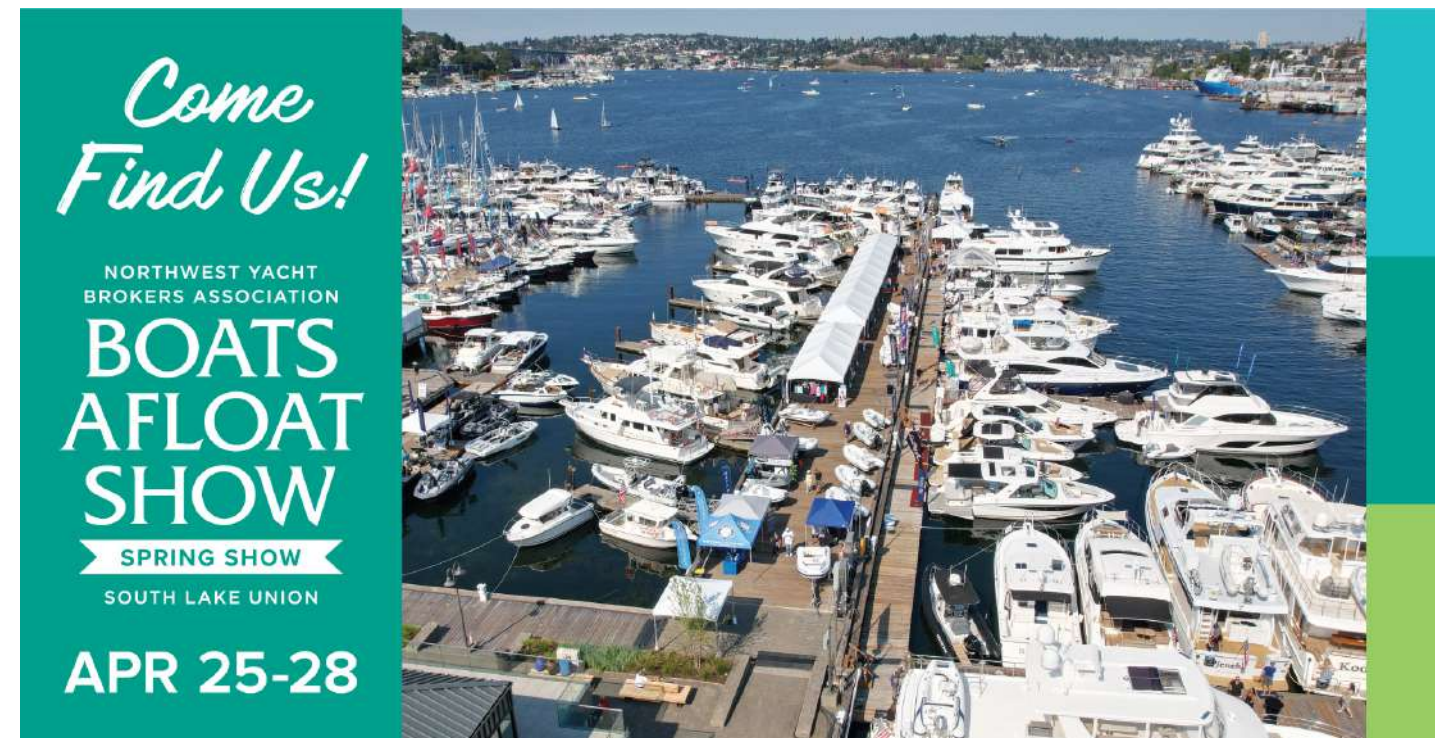
If possible, you can also link the graphic to [BoatsAfloatShow.com](https://BoatsAfloatShow.com)





# Marketing Email Header Graphics

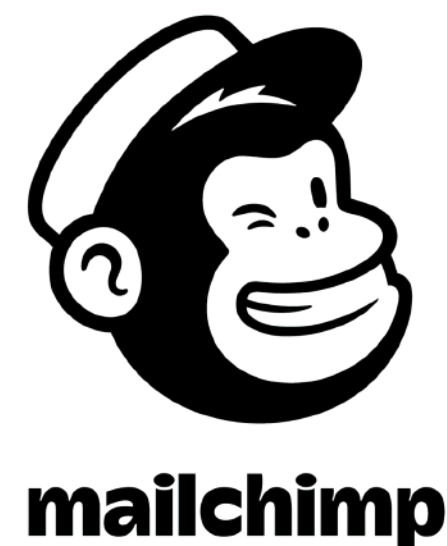
1200 x 600 pixels

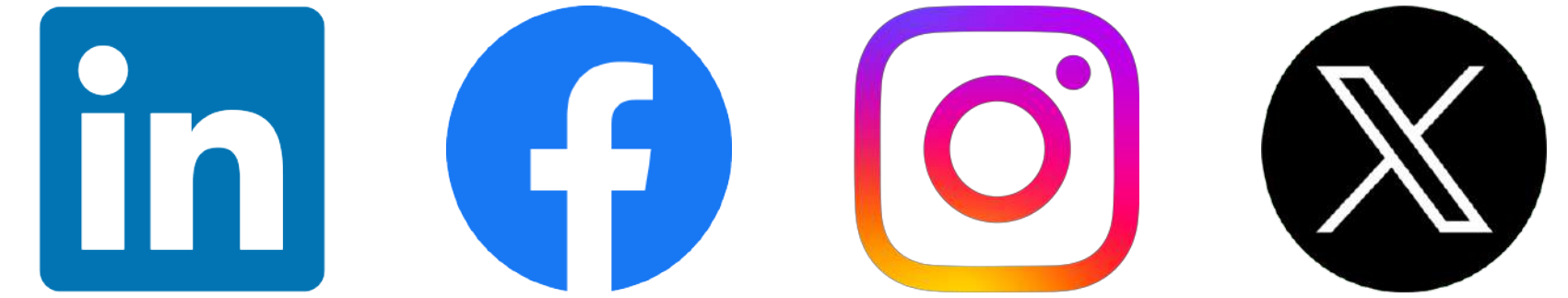


# Email Header

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



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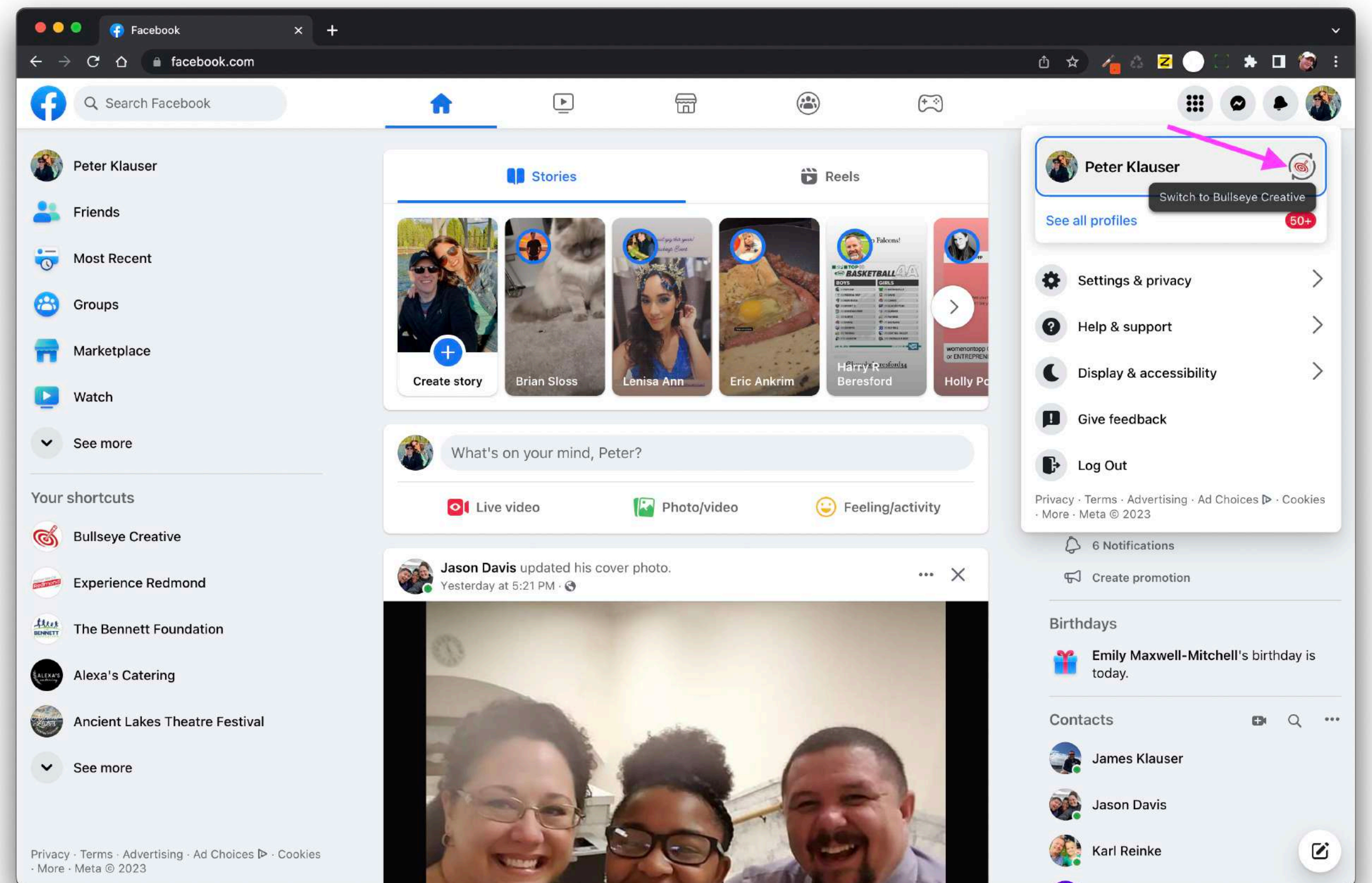
# Social Media Engagement

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's Business Page profile to view posts.

First, make sure you "Like" to follow the Boats Afloat Show Facebook Business Page (as your Business Page).

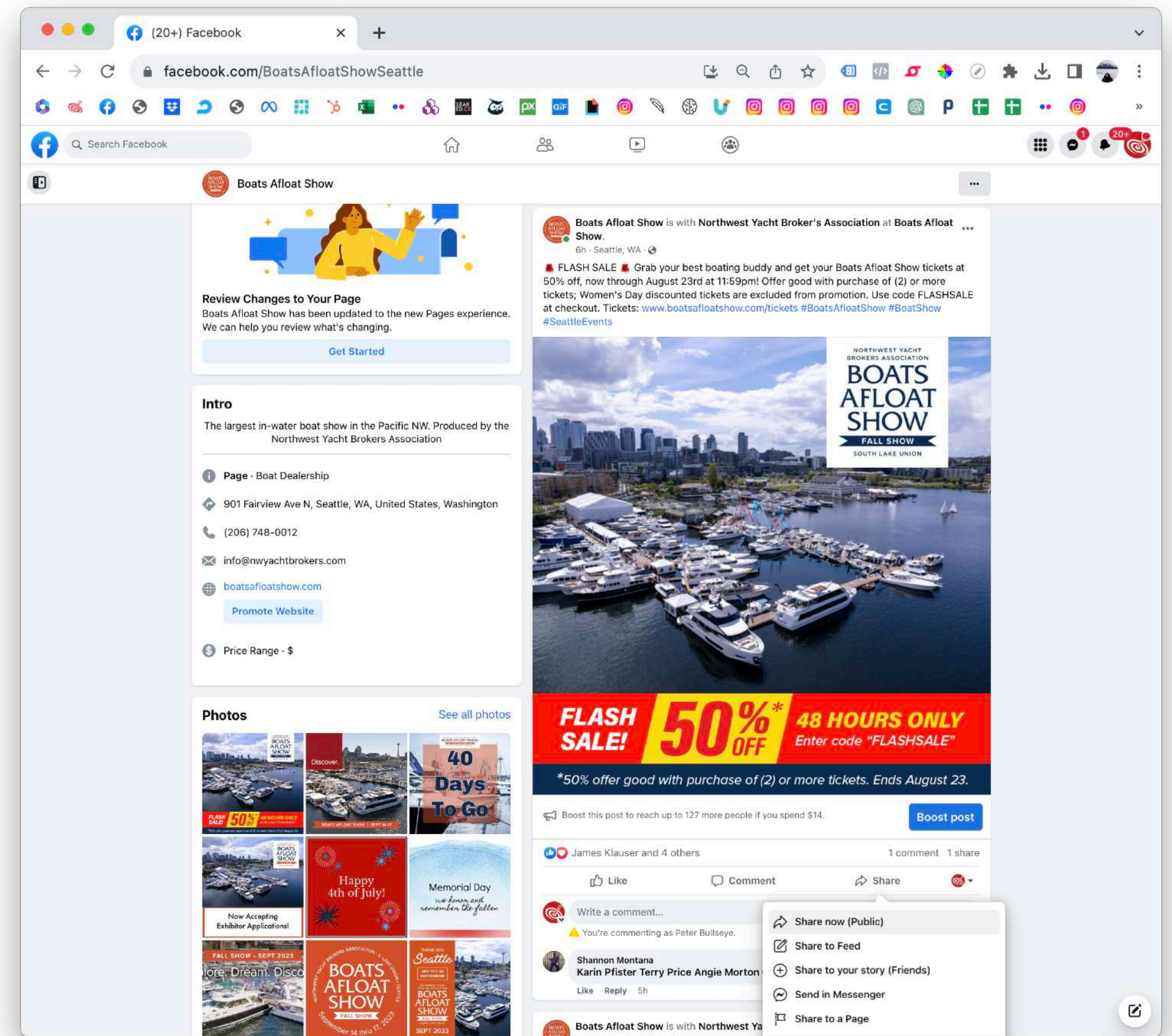


# Facebook Engagement

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.

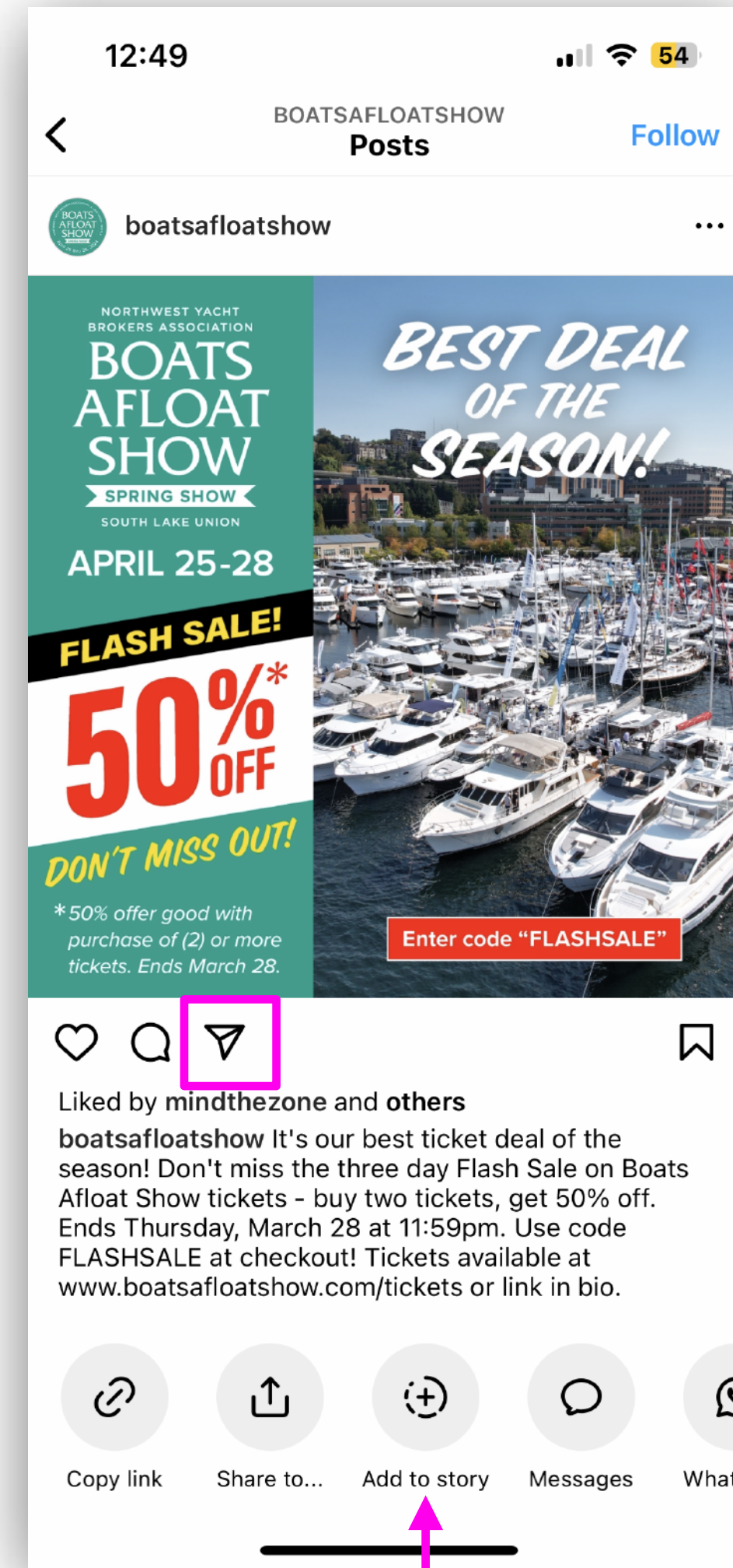
You can click "Share to Feed", write a caption to your audience, and then this post will be shared on your feed, with your audience.

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



# Storefront Success

- Capture customer attention with the event poster on your storefront window
- Need more posters? Contact Audrey at [audrey@nwyachtbrokers.com](mailto:audrey@nwyachtbrokers.com)





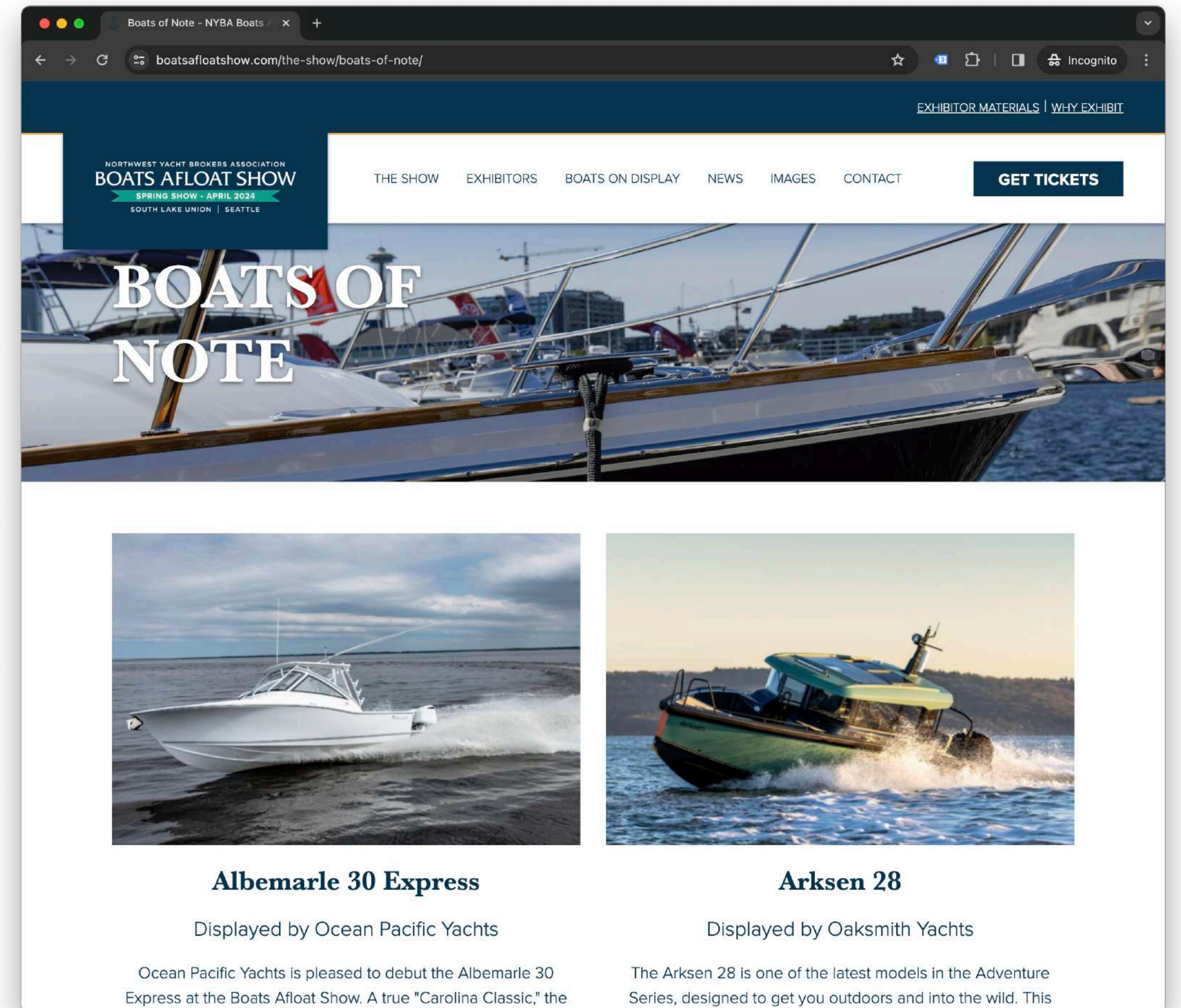
# Readerboard Marketing

- Use your retail readerboard to promote your presence at the show



# Additional Efforts

- Reminder to submit your "Boat Of Note" details to Barry Bartlett [barry@bartlettgrouppr.com](mailto:barry@bartlettgrouppr.com)
- VIP Night
  - Purchase/distribute VIP tickets
  - Get in the show spirit by dressing up in your favorite team gear
  - Decorate your boats and/or booth with local sports themed decorations



# Join Us at the Boats Afloat Show!



FOR SALE  
Waypoint  
206-284-0200

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