



Jacksonville International  
**Boat Show**  
April 18-20, 2008

\*Exhibitor Letter  
[www.JaxBoatShow.com](http://www.JaxBoatShow.com)

**The Jacksonville International Boat Show is the premier boating event for this region. It is no accident that this show has quickly grown into one of the largest boat shows on the coast and has a reputation in the boat show industry as the Merchandise selling show. However, nothing is left to chance.**

### **The Keys to Success**

Create an environment that showcases boating as the primary recreational outlet for this region. Produce an event that establishes an atmosphere that makes everyone excited about boating.

- Promotions

Promotion is a very complex compilation of properly placed advertisement, public relations, governmental interaction, grassroots community involvement, all aimed at getting customers excited about boating. We have accomplished our very successful marketing strategy first by knowing our potential customer the boating public, second by getting our message to them economically and in high frequency. Lastly, showcase boating and this event as something they want to be part of, enough so, in fact to go to the boat show.

- Ergonomics

A great deal of thought and effort is applied to make comfort and convenience a key element of this event, including the mid-April dates which are boat show perfect weather wise. When your customers arrive at the show we provide convenient parking, it should also be noted that we make special arrangements for vendor parking. Your convenience is important to the success of the show.

The show is laid out with the goal of getting every customer in front of every vendor. This objective is no small task in a 7 acre venue including two large marina areas.

- Features

We provide a verity of entertaining activities with the goal of establishing a fun day built entirely around boating. These activities include great food and beverage with plenty of seating, the famous Tiki Bar atop the marina, live music and entertainment, educational seminars and clinics for all ages. We are able to accomplish all of this and still maintain our focus of providing a selling environment in your booth.

In the show's 12 year history of extremely rapid growth we have never lost our focus on the primary objective, which is and has always been to help you

**SEE YOUR BUSINESS SUCCEED!**

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[www.jaxboatshow.com](http://www.jaxboatshow.com)