

MARCH 9 – 12 2017 | CAL EXPO

**SACRAMENTO  
BOATSHOW**  
& off road exposition

**LARGEST POWER BOAT SHOW  
IN NORTHERN CALIFORNIA**



SACRAMENTO VALLEY MARINE ASSOCIATION INC.  
[www.sacramentoboatshow.com](http://www.sacramentoboatshow.com)

# EXHIBITOR RATES & INFORMATION

## The Largest Power Boat Show in Northern California

The 2017 Sacramento Boat Show & Off-Road Exposition continues to reign as the largest Power Boat show in Northern California.

With over 300 thousand square feet of retail space - the show features more wakeboards, tournament ski boats, fishing boats, family runabout boats and personal watercraft than any other event in Northern California.

The show offers much more than just Power Boats. The Off-Road Exposition includes hundreds of ATV's, Motorcycles and much more. By successfully providing a market place where attendees can connect with hundreds of boating, Off-Road and Aquatics vendors, the show has earned a proven reputation with both Exhibitors and Attendees. With an average of 14-thousand visitors over its four day run, the Sacramento Boat Show consistently sells out of vendor space and continues to draw thousands of lifestyle enthusiasts together to see what's new and shop for outdoor recreation products and services.

## 2 Big Shows – 1 Price

The Sacramento Boat Show is once again teaming up with the Spring RV Show to create the Largest Outdoor Recreation Show of its kind in the market! By running parallel shows, both companies are able to combine their 60+ years of show experience to bring attendees a one stop shop when it comes to outdoor recreation. Exhibitors will not only benefit from an increase in visitors from industries that experience a lot of crossover, but from the combined advertising budgets enabling an unprecedented promotional campaign.

## Off-Road Exposition

The Off-Road Vehicle section offers a huge selection of ATVs, Off-Road Motorcycles, Snowmobiles and more. Plus Free Off-Road demos!

## Seminars

Sacramento's own Sep Hendrickson is hosting the popular free fishing seminars for attendees.

## Marketing & Promotion

This event will be advertised through a Comprehensive Marketing Campaign including: television, radio, large billboards on major freeways in the region, print advertising in newspapers and industry publications, direct mail campaigns, email blasts and social media efforts.

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## SPACE:

The layout of the boat show, as always, offers a much bigger and more professional look as found in the bigger metropolitan areas around the country. Indoor space can accommodate boats up to 20' high and 20' wide.

BOOTH	
10' x 10' in-line	\$750
10' x 10' corner	\$850
BULK SPACE	
Inside bulk space:	
500 to 1,999 sq. ft. - per sq. ft	\$5.00
2,000 and up - per sq. ft	\$4.00
Outside bulk space - per sq. ft.	\$3.00

## Payment:

The payment schedule for the 2017 Sacramento Boat Show will be as follows:

- 25% of total contract amount due with contract.
- 25% of total contract amount due December 15th, 2016
- Balance due on February 1st, 2017

## Inclusions & Benefits:

- Each bulk exhibitor will get 5 exhibitor badges with each 1,000 square feet of space.
- 10' x 10' booth exhibitors will get 3 badges per 10' x 10' booth.
- Additional exhibitor badges may be purchased at the show office. Parking passes may be purchased at the show office.

## Supplied electricity is set at:

Booth: 500 watts of power for each 10' x 10' booth.

Bulk: 1000 watts of electricity for each full 2,000 sq. ft. of space. 1,000 watt limit per exhibitor.

Additional power may be purchased upon request.

## Show Contact:

### Jorgen Bateman, Sales

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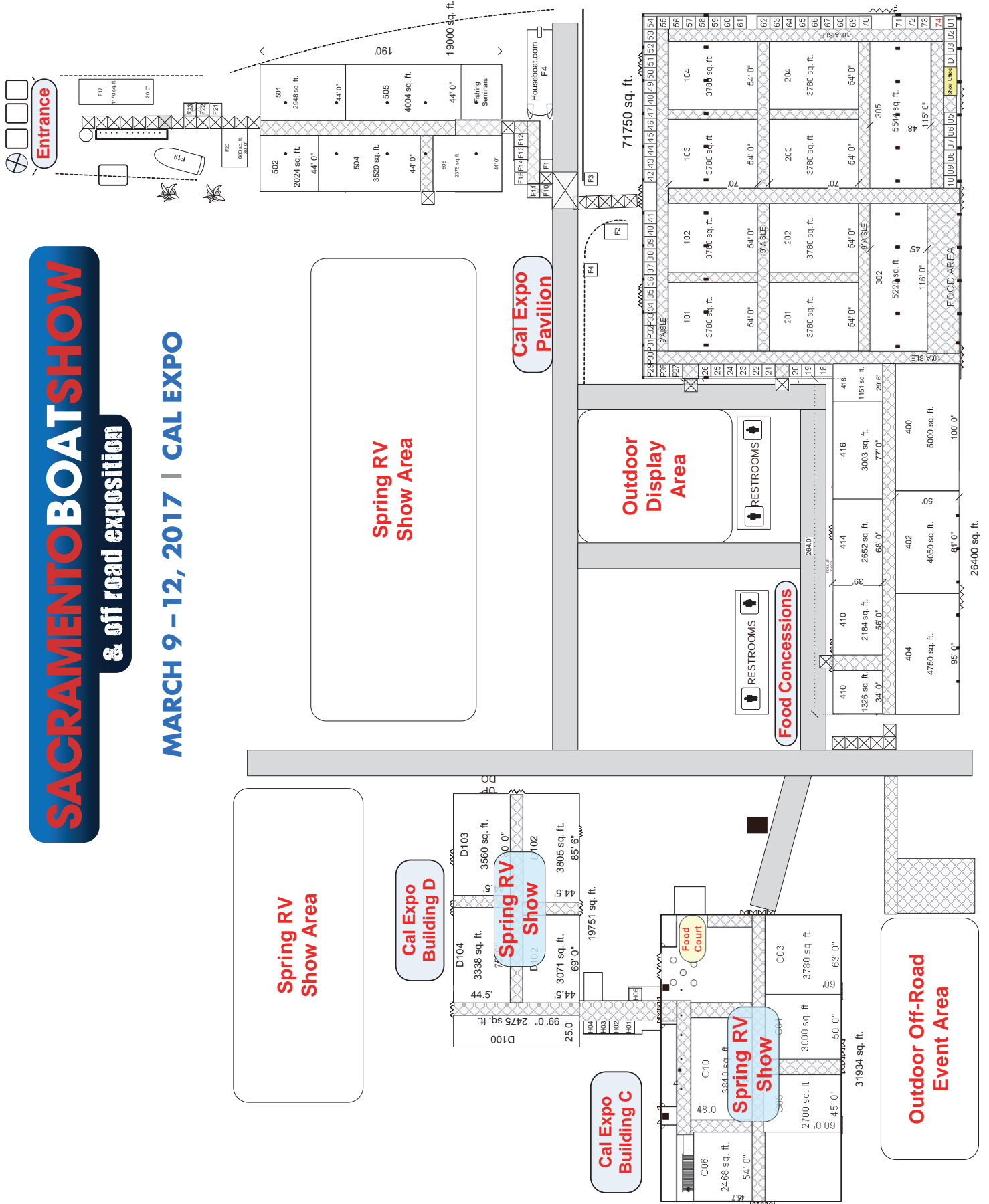
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# EXHIBITOR MAP

## SACRAMENTO BOAT SHOW & off road exposition

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# Cal Expo – March 9 – 12, 2017

## SACRAMENTO BOAT SHOW

& off road exposition

Again this year the annual **Spring RV Show** will run parallel with the Sacramento Boat Show and will merge marketing efforts to maximize the attendee base. This means greater exposure and a more diverse audience with significant potential to meet new customers.

The **Off-Road Exposition** section continues to grow and is now a major part of the show. Exhibits include ATV's, Off-Road Motorcycles, Snow Mobiles and much more.

This show has a **strong show record**. Every year thousands of lifestyle enthusiasts come together to see what's new and shop for outdoor recreation products and services.

This event will be advertised through a **Comprehensive Marketing Campaign**, including television, billboards, radio, print, direct mail and various on-line media sources.



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