

JANUARY 5-6-7, 2018

SHOW HOURS:
Friday 1pm to 8pm
Saturday 10am to 7pm
Sunday 11am to 4pm

Varied Industries Building - Iowa State Fairgrounds
Des Moines, IA

Des
Moines

Boat & Sport SHOW

**GREAT WAY
TO MEET 4,000-
6,000 PEOPLE!**

BOOTH PRICING

10' x 10' - \$565
10' x 20' - \$1,130
10' x 30' - \$1,695
20' x 20' - \$2,260
Add \$150 per corner

BULK RATE: Over 9,000 sq.ft.: \$1.80/sq.ft.
7,001-9,000 sq.ft.: \$1.90/sq.ft.
1,600-7,000 sq.ft.: \$2.00/sq.ft.

PROSPECTS

With a strategic multi-media campaign, we capture the attention of the clientele you are seeking!

- 82% Married Homeowners • 81% ages 25-64
- 72% Household income greater than \$75,000
- 55% plan to purchase a boat within the next 12 months (based on comparable events)

SPONSORSHIPS

One of the best ways to get the recognition your company deserves is through our sponsorship opportunities which are available in a variety of areas and amounts. The sooner you sign up, the more exposure your company receives!

BOOTH INFORMATION

Booths are equipped with 8' black drape and 3' side drapes only. Any additional items such as electricity, chairs, tables and WI-FI can be added through **EXHIBITOR SERVICES** www.ExhibitorRentals.com

MOVE IN

Wed, Jan. 3, 8am-6pm
Thu, Jan. 4, 8am-8pm
Fri, Jan. 5, 8am-Noon

MOVE OUT

Sun, Jan. 7, 4pm-10pm
Mon, Jan. 8, 8am-Noon
MUST BE OUT BY NOON

TESTIMONIAL: "I would like to take a moment and express my gratitude to the entire team at RJ Promotions for their great insight and professionalism on what makes a show great. We do many shows each year and the show that your team puts on with such a great value is tremendous and it's something I look forward to every year. Dollar for dollar the show is by far the most productive, and in fact we will sell customers all year long from this show. Thank you again for all that you do. It is seamless for us and with such a hectic schedule I have, it is nice to know that someone cares to think of all the little as well as the big things to make it enjoyable. Keep up the great work & I look forward to seeing all of you soon. Thank you," Daryn Anderson, GM Olathe Ford

**Any Boat/Vehicle
inside building can
have NO more than
1/4 tank of fuel
per Fire Marshall**

**Ron Smith Sales Director • RonS@rjpromotions.com
(816) 676-1200 ext. 465 • www.DesMoinesBoatShow.com**



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RESERVE YOUR SPACE NOW FOR THE 2018 DES MOINES BOAT & SPORT SHOW

Targeting thousands of middle to upper income married homeowners with spending power to help you grow your business. Utilizing a marketing strategy perfected over years including TV, radio, billboards, newspapers, magazines, direct mail, social media and internet. Expose your company to a year's worth of consumers in one exciting weekend.

**For more info:
Ron Smith**

Sales Director

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