

# VALUE ADDED MARKETING



**Value Added Marketing: \$129** *(Required per show)*

- Inclusion on Show Website with hyperlink to vendor site
- Bold Listing in Show Handout *(if contracted 30 days prior to show)*
- Additional Vendor Badges, as needed *(up to 10 badges maximum)*
- Seventy-Five (75) VIP Show Tickets *(Thursday and/or Sunday, value \$1,125)*
- **SOCIAL MEDIA POSTS:** Cross promote your business on our social media sites. Contribute editorial content, show specials, product information, and special offers. A minimum of one post will be included on our show Facebook and Twitter pages.

*"Price is what you pay. Value is what you get."  
-Warren Buffet*

**Platinum Level Value Added Marketing: \$199** *(Optional per show)*

- Inclusion on Show Website with hyperlink to vendor site
- Bold Listing in Show Handout *(if contracted 30 days prior to show)*
- Customized Show Email Blast to send your customer list
- Additional Vendor Badges, as needed *(up to 10 badges maximum)*
- One-hundred Fifty (150) VIP Show Tickets *(Thursday and/or Sunday, value \$2,250)*
- **SOCIAL MEDIA POSTS:** Cross promote your business on our social media sites. Contribute editorial content, show specials, product information, and special offers. A minimum of one post will be included on our show Facebook and Twitter pages.
- **ONLINE WEB BANNER:** 300x250 web banner prominently displayed on the show website with link to your website
- **SHOW GUIDE ADVERTISING:** Business card size ad (b/w) in consumer show handout

*\* Marketing Opportunities must be contracted and paid in advance, along with camera-ready art. Graphic services may be provided for an additional fee.*



**January 9-12, 2025**  
**Kansas City, MO Bartle Hall**  
**KCMOboatshow.com**

BUSINESS: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINTED SIGNATURE: \_\_\_\_\_