

CHICAGO

A TRADITION OF SUCCESS FOR 78 YEARS

Year after year, the Chicago Boat, RV & Outdoors Show's unparalleled combination of products, services and attractions bring thousands of highly qualified prospects to McCormick Place! Boasting more than 350,000 square feet of exhibit space, the show is a favorite with boaters, RVers, fishermen, outdoors and water sports enthusiasts throughout the Midwest!

- 71% have attended the show before
- 59% own a boat
- 34% own an RV
- 66% travel more than 25 miles to attend the show
- 65% have a household income of \$75,000 or more
- The average attendee spends five hours shopping the show floor.

Special features and family friendly attractions, such as The River, ATV Demo course, Huck Finn Trout Pond, Captain Kids Discovery Point Zone, Take Me Fishing Center and First Mate Patch program draw media attention and boost attendance.

"We had a very good show and were very pleased with the qualified buyers present throughout the weekdays. Attendance was great on Saturday...our sales docks were packed."

— Colin Carter, Basa's Marine

CHICAGO SHOW TEAM

Keith Ogulnick, Show Manager
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Sherri Cuvala, Sales Manager
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Mimi Patel, Operations Coordinator
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SHOW OFFICE:

NMMA Chicago
200 East Randolph Drive, Suite 5100
Chicago, IL 60601
800.985.2401 • Fax 312.946.0401

HOTEL

Hyatt Regency McCormick Place
2233 S. Martin Luther King Drive
312.567.1234
Rates: Single \$140.00 Double \$155.00
mccormickplace.hyatt.com/groupbooking/nmma

Visit ChicagoBoatShow.com for the latest show details and information.



**CHICAGO BOAT, RV
& OUTDOORS SHOW®**
McCORMICK PLACE
CHICAGO IL

RATES

Bulk Space: Member \$5.95 sq.ft.
Non-Member \$7.05 sq.ft.

RV Space: Bulk: \$3.15 sq. ft.
Linear: \$4.25 sq. ft.

Booth : Member \$800
(10' x 10') Non-Member \$910

All rates include FREE:

- Freight handling to and from exhibit space
- 30-day warehouse storage of carpet, freight and display materials
- Aisle carpeting
- Pipe/drape/booth identification sign

BOOTHS UNDER 300 SQ. FT. DO IT YOURSELF AND SAVE MONEY!

Full-time employees may do the following:

- Hand-carry small items and pop-up displays
- Install/dismantle pop-up 10'x30' displays
- Install graphics, small signs etc. with velcro strips
- Simple electrical tasks, such as installing light bulbs
- Bring in table(s) and chair(s) when skirting is unnecessary

HOURS

Wednesday–Friday 11am–9pm
Saturday 10am–9pm • Sunday 10am–6pm

Move-in: January 10, 11, 14, 15
Move-out: January 20, 21, 22

ADMISSION

Adults \$10 • Youth 13–15 \$4
Children age 12 & younger FREE