



SACRAMENTO
BOATSHOW
& off road exposition

MARCH 12 - 15, 2020
CAL EXPO

LARGEST
POWER BOAT SHOW
IN NORTHERN CALIFORNIA

THE LARGEST POWER BOAT SHOW IN NORTHERN CALIFORNIA

The Sacramento Boat Show & Off-Road Exposition is the largest Power Boat Show in Northern California.

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

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 16,000 visitors in 2018 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.

GROWING AGAIN!

Both the boat Show and the Spring RV has grown out of their current footprint.

The Sacramento Boat Show is expanding into building C with an additional 28,000 feet of display space. The RV will expand into Building A & B and also occupy building D.

This will allow more space for additional new exhibitors, as well as enabling the current exhibitors to increase their current displays.



IN 2019

- 16,000+ visitors
- 300,000 sq ft of retail space
- Free seminars
- Highly promoted
- Everything for Outdoor Recreation!

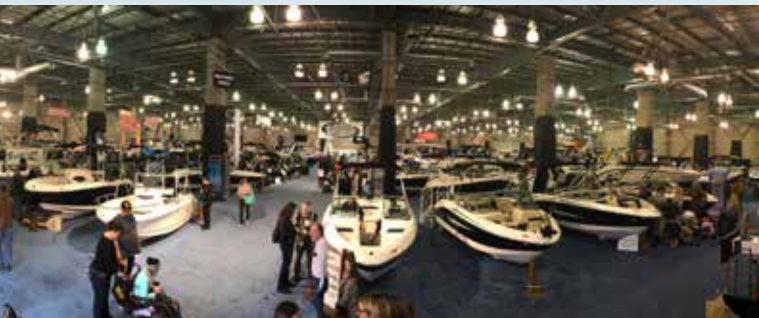


OFF-ROAD EXPOSITION

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

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.





2 BIG SHOWS - 1 PRICE

The Sacramento Boat Show is once again teaming up with the popular 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 two industries that experience a lot of crossover,

The merged marketing efforts from the combined advertising budgets is enabling an unprecedented promotional campaign. This results in greater exposure and a more diverse audience with significant potential to meet new customers.

The consumer will experience 2 big shows for the price of one. The great thing is, that as an exhibitor so will you.

MARKETING & PROMOTION

This event is 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 impressive social media efforts.

The marketing Campaign delivers millions of impressions to the key target demographics.

SEMINARS

Sacramento's own radio personality Sep Henderson is hosting the popular free fishing seminars for attendees.

JOIN NOW BEFORE SPACES ARE GONE!

www.sacramentoboatshow.com

WIDE SELECTION OF

Power boats

Water sports equipment

Off-road vehicles

Recreational vehicles



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

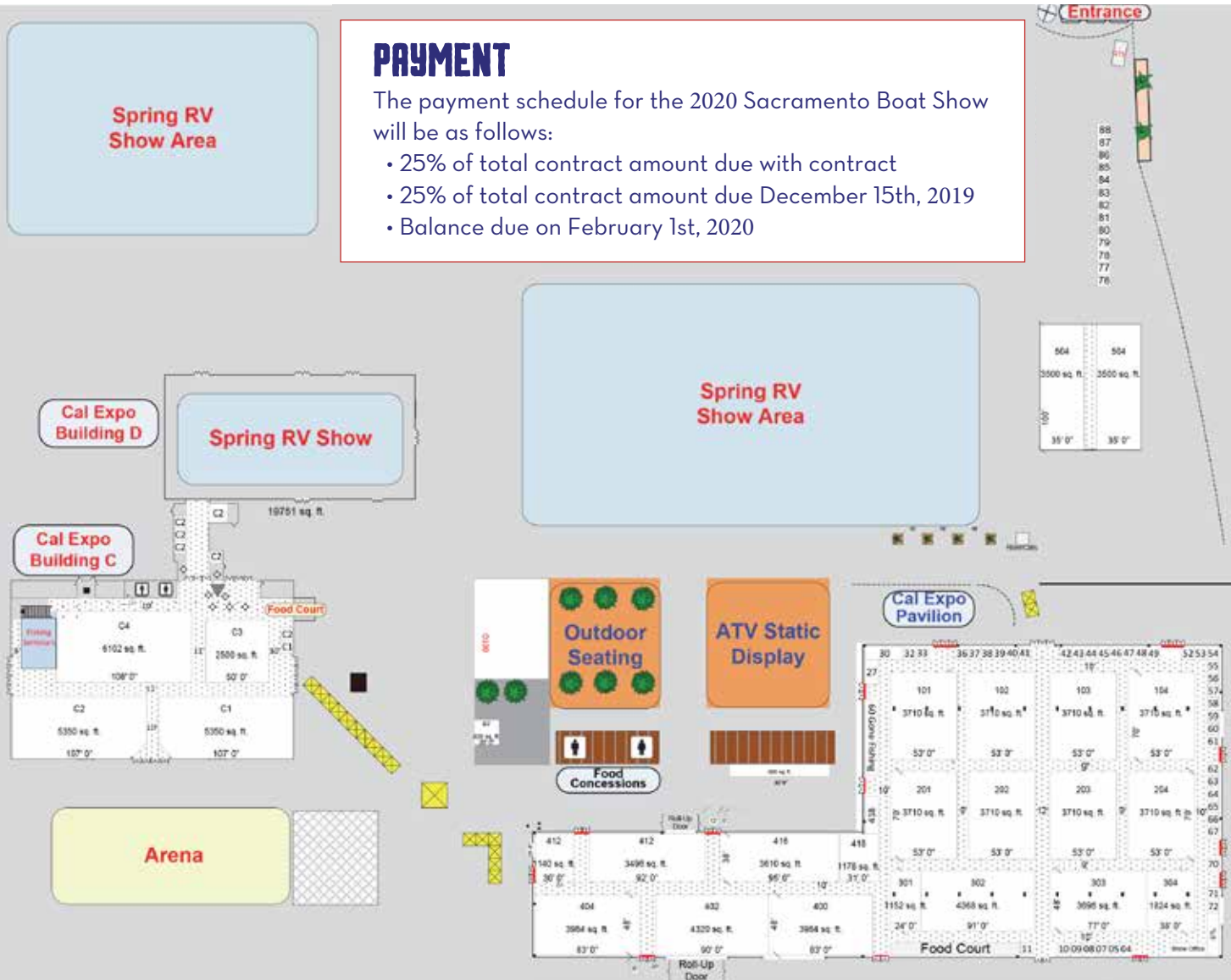
INCLUSIONS & BENEFITS

- 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.

PAYMENT

The payment schedule for the 2020 Sacramento Boat Show will be as follows:

- 25% of total contract amount due with contract
- 25% of total contract amount due December 15th, 2019
- Balance due on February 1st, 2020



SHOW CONTACT

Jorgen Bateman • cell: (916) 826.0454 • office: (916) 372.4239 • fax: (916) 850.2732
 jorgen@norcalmgmt.com • www.sacramentoboatshow.com