

MAINE BOATS, HOMES & HARBORS SHOW

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SHOW



August 10-12, 2012
Harbor & Buoy Parks
Rockland, Maine

TRADITION SHAPES INNOVATION™

In Person.

Maine Boats, Homes & Harbors Show!

This live version of the magazine brings readers and viewers together with Maine's finest craftsmen: boats, furniture, home wares, and more are showcased in a beautiful coastal setting on the waterfront in Rockland. There are boats in the water, boats and displays on land, and tents filled with wonderful wares. Plus there are events for the whole family, including the wildly popular (and zany) World Championship Boatyard Dog® Trials. The 10th annual show will be August 10-12, 2012.

Booth Spaces start at just \$525, Land Spaces start at \$515, In-Water Spaces start at \$5.50/sq. ft.

(Space sold on a first-come, first-served basis. Don't delay!)



Jeff Scher

From the initial introduction to the final handshake, the *Maine Boats, Homes & Harbors Show* helps you sell your products and services to those who seek the very best in life.

We'll bring you the buyers. You do the rest.

(800) 565-4951

showinfo@maineboats.com

www.maineboats.com



Jeff Scher (4)

Attendance

The three-day event attracts **10,000+ attendees** on average. Primarily drawn from the readers of *Maine Boats, Homes & Harbors* magazine and website, the attendees are mature, upscale, and affluent. The magazine's subscribers have average annual household incomes of \$282,000 and an average net worth of more than \$4.5 million. They have a proven appetite for the finer things in life—yachts, custom furniture, art, and gorgeous homes.

Exhibitors

Our committed exhibitors have turned this show into the **largest in-water collection of boats ever assembled in Maine**. We draw 70-80 boats in the water, 65 land exhibitors, and 175+ exhibitors in tents. The lineup typically includes premium boatbuilders (Ellis Boat, Hinckley Company, Hunt Yachts, Lyman-Morse, Morris Yachts, Padebco, Sabre Yachts, John Williams Boat Company, Wilbur Yachts), fine furniture makers (Eben Blaney, Geoffrey Warner Studio), architects and builders (Phi Home Design, Freshwater Stone, Rockport Post & Beam, and Bench Dogs), fine artists and jewelers (Alan Claude, Michael Good Designs, and Etienne Perret) most of whom come back year after year.

Special Exhibits

We set ourselves apart from the typical boat show by featuring live music, antique boats and engines, a Marine Activities Area, talks and demonstrations, films and book signings, and the World Championship Boatyard Dog® Trials. Mouth-watering tastes from speciality food vendors round out the experience. In 2012, we will celebrate the show's tenth year of gathering the finest Maine products and craftspeople to reveal how "Tradition Shapes Innovation" from sheerlines to furniture design.

Rockland

Home to three highly successful summer festivals, the city is a known venue for great events. Rockland is the hub of Penobscot Bay, a world-renowned cruising destination. Right outside the show entrance is historic Main Street, which teems with restaurants, art galleries, antiques shops, a movie theater, and world-class museums. Special events take place all over town leading up to and during the show, drawing even more qualified attendees.

Promotion

We pull out all the stops to **bring you the largest and best-qualified audience**. For starters, there are the readers of *Maine Boats, Homes & Harbors*. Then there's coverage in publications such as *Soundings* and *Points East*, print ads in regional newspapers and seasonal supplements, online promotion, and TV and radio segments to round out the annual campaign.



Maine Boats, Homes & Harbors, P.O. Box 566, Rockland, ME 04841 (800)565-4951

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In Person.

Exhibit at the Annual Maine Boats, Homes & Harbors Show! On the waterfront, Rockland, Maine

Three categories of exhibit space are available:

Booth Space within a tent, Exhibits on the Shore, and Boats in the Water.

Space is allocated on a first-come, first-served basis. For show sponsorship opportunities, see information below.

Exhibit Space Rates

All exhibitors must have liability insurance.

Booth Space within a Tent

Tents are 10' deep x 10' wide. Each booth includes one 8'-long table and 2 folding chairs. Includes electricity, pipe & drape. Drapes will be white. Table covers are NOT included. Extra tables are available at additional charge, and must be ordered ahead of time. Shared space by permission only.

In-tent Booth(s) cost \$525

Exhibits on the Shore

There are a variety of outdoor exhibit spaces on land in several locations. These spaces are appropriate for boats on trailers and for other vendors who are prepared to be outside in all weather. On-shore space ranges from 10' x 10' to 15' x 30'. A limited number of pop-up tents are available for purchase; exhibitors must otherwise provide own cover, tables, and chairs.

Prices start at \$515

Boats in the Water

Display space in the water along our docks is reserved for boats longer than 22 feet (*smaller boats are welcome —please see the Exhibits on the Shore pricing above*).

Stern-to: \$5.50 per square foot, side-to: \$7.00 per square foot. Boats of less than 250 square feet will be charged a minimum fee. Space is allocated on a first-come, first-served basis.

Prices start at \$5.50 (per square foot)

Other Promotion Options

Sponsorships

There are numerous opportunities to sponsor special areas and events during the show. Each offers a great way to get your logo and message in front of a very qualified audience.

Prices start at \$750

Package deals available for advertisers who have a presence in all 3 media (*magazine, website and show*). Call for details!

Buy all
3 and
SAVE

Contact Information

**Call (207) 594-8622 and ask for
John Hanson or Dave Getchell
or contact them via e-mail:
john@maineboats.com
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