

## Exhibitor Feedback September 2011 Boats Afloat Show

### 39 Individual Responses

**1. This year the show offered a new promotion called “Boats for Boats.” The promotion allowed you to add up to 4 boats at \$500 each after you matched the size of your last boat show display.**

#### **A. Did you take advantage of this promotion? If not, please explain why?**

1. *Yes, with two boats*
2. We did not use the promotion as we had the same number of boats. Our staff can only cover three boats at the show.
3. Did not due to lack of boat availability
4. Yes, though the instructions were unclear on the application of which boats got the \$500 rate.
5. No because we had 5 boats last show. We need to reconsider if this is reasonable.
6. Yes
7. I was in a tent but I would think this was a huge deal.... great Idea !
8. No boats in the show from Canada
9. Yes, this increased our display size and I feel yielded us better results. I like the wider variety of size and price to give us a broader appeal to the market.
10. Not enough staff to man more boats
11. We did a new boat display only and did not have the need to display more than our 3 stock boats
12. Yes
13. Yes, it was a great promotion and allowed us to grow our display space substantially.
14. WE DID NOT HAVE THE PERSONNEL TO HANDLE MORE THAN TWO THAT WE PUT INTO THE SHOW.
15. No, our focus was on the introduction of our new boat
16. No, we are really a one boat per show sort of display, sorry.
17. Yes
18. No, we didn't take advantage of it because last year we brought too many boats and couldn't match or exceed it at this show. Now that we had only one in September if you offer this in January we may take advantage of it and put two extra boats in.

#### **B. What type of promotion would encourage you to bring more boats to the next show? Keep in mind the well-being of the association.**

1. *I had six boats in the show — and am not prepared to manage the logistics of more boats so I don't think that I could be encouraged to bring more.*
2. We're limited by the size of our staff and ability to properly cover clients boats that are in the show.
3. VIP hour last hour of show each day.
4. More participation by manufacturers as exhibitors
5. This has more to do with inventory levels, but the promo this year was good—thanks
6. Well I think a rebate to all dealers that at the last show had 4 or more boats in the show so that they fill treated fairly.

7. Don't really expect a lot of exhibitor 'promotions' – we have to get our product out there – that's the point of the show – exhibitors allowances help all the exhibitors at different levels.
8. Not having to deal with a WA third party broker.
9. Keeping the cost down across the board in a averaging method to keep it fair to all participants. I think that this was exciting to have some incentive for these boats above and beyond, but I in hindsight would have recalculated the prices to reflect a fair cost to display.
10. I think your 4 boat promo was great.
11. I think you're on the right track with promotions that encourage bringing more boats- attractive pricing makes it far more likely for us to get owners to agree to bring their brokerage boats. We probably wouldn't bring MORE boats than we did this time, simply due to staffing, but we're always looking at ways to freshen up our display and provide a different experience to show goers (for instance, like having our own separate dock as we did this year). Also, I think that the Boats for Boats promo would have even been attractive to companies WITHOUT including the 30amp power, saving you some additional \$.
12. For us in some of the past shows we have overloaded ourselves with too many models. In doing so, we not only did a disservice for ourselves, boat owners (if brokerage models) and show attendees. By not being there to respond to them in a proper way, we found that the urge to put as many as possible in the show was a wrong direction for us
13. Our decision to bring more boats would really be based on their worthiness for the show. It really depends on what we have in inventory
14. Yes VIP night is a great kick off event
15. Maybe a rising discount on each boat after the first.

**2. Do you feel the show is a successful sales tool? Please explain?**

1. I do believe the fall show has a place in our business plan.
2. I feel our decision to do a dock side display was good this winter I plan on doing both if everything falls into place.
3. Shows are important to our over all business although we haven't been getting the results we used to.
4. *Yes. We haven't seen good results with used boats, but do find the show to be important to provide exposure for our new boats, which are not high-volume, familiar models. People need to see 'em to want 'em.*
5. Yes. This is our 2nd best show (Seattle show 1st) A great venue for our market. All yachts need a good tender and we are there to display and inform our customers of available options.
6. YES, BUT IT WAS SLOW FOR ME.
7. Overall we still feel the show is a necessary sales tool. January was a successful show for us but we're still assessing the success of September. It takes a few months for our clients to surface and buy after these shows.
8. Yes
9. Yes, the show is a successful sales tool. It keeps our product in front of current as well as prospective readers and advertisers.

10. I was very pleased with the show's turnout. To see folks standing in line in the rain to come to the show was an affirmation that Boat's Afloat is worth it and people want to either purchase boats or fix up what they have.
11. As far as we are concerned, boat shows are one of the most powerful sales tool we have.
12. We think the show had some value, but for our products the September show timing was not the best.
13. Yes. The fabricators who worked on our project were swamped with requests for quotes.
14. Yes Please explain? End of season bigger boat show allows us to gather leads for the fourth quarter.
15. Yes. Attendance was up. VIP night was a huge success.
16. Yes – it draws folks to Seattle from outlying areas – gives the client(s) a ‘mission’ – Going to the Boat Show !
17. I really think so.. this year I thought the response was pretty good...specially for me as our company name is a new one in the area.. really got our name out and allowed us to hand out a billion cards etc.. got 7 pretty good leads that I would not have had .. had I not gone to the show..
18. Purely a promotional tool.
19. Yes, again we see people we meet for the first time and we sell boats at the show. The last two boat shows alone have produced ten new and used yacht sales. We will not miss the next one
20. Seemed like it went well this year - people there seemed serious and open to making purchases.
21. Very successful tool, sold a new boat as a reult of leads developed in prior shows
22. We had very poor sales as a result of this year's show. We have been doing the show for years, and our conclusion is that this is a reflection of the state of the economy, and not on the show itself.
23. Yes, the timing is great and gives us a chance to re-connect with many of our clients and network with others in the industry.
24. Yes I do. We have experienced success from this show on multiple occasions. It also keeps us present and in touch with our customers down south who don't often visit Bellingham.
25. Yes
26. Yes, definitely. We're firm believers in boat shows offering unparalleled opportunities to grow our brand, name recognition, customer database and (hopefully) make some sales (either immediately or down the road). For our business in particular, I'd say we RARELY sell boats at the show specifically. However we certainly have made contact that became buyers within the next 12 months.
27. Being a tent exhibitor I thought the traffic in the tent was extremely slow this year. If there was a way to get people in the tent with a promotion for example a drawing and the guest gets a punch ticket of some sort when they enter the show. In order to be entered into the drawing they need to have at least three punches or stamps from the tent exhibitors- the folks in the tent could throw some money together and get a gift card to Fisheries(since they are usually at the show) and we can have a drawing at the end of the show. Or if the t traffic could be directed so guests have to come thru the tent. I remember they did that several years ago, it was challenging but it was roped off and folks had to get thru to the tent first to get to the docks.

28. Yes it went very well for us especially being it was our first try.
29. ABSOLUTELY.
30. Yes. We meet prospective customers who are buying a boat and ask for a quote. We also get to meet our customers for the first time and many customers who have been insured with us for year.
31. Not selling, but we felt that the show was an excellent way for us to reach our target audience.
32. Yes, but us putting the mags in the bags took away opportunity for conversation starting as people would open bags, see the pub and then not come to the booth. I suggested a flyer be placed next year, with boat show specials, less cost overall and better for booth sales. Hard subscription sales were about ½ of normal, since they participated.
33. Yes – A must do event.
34. Yes. It attracts good quality, qualified prospects.
35. The show was absolutely fabulous for us. We had a tremendous response to the product and secured the names of five individuals whom we are currently working with towards a contract.
36. Yes, good time of the year to be selling. People have been boating and are looking to upgrade the experience they had this year.
37. Yes I made some good contacts
38. Yes this was a great tool to stimulate activity in September and kick off our Fall pre selling season. Our focus in the fall is to pre sell order slots getting the customer the best deal and helping fill all of our production slots.
39. This was the first time we participated in your show. We are used to the crowds generated at the Big Show and PME. Having said that, I thought our products were well received. We had an opportunity to talk to at least 60 – 65% of the folks that walked by our booth. I thought it was a very intimate setting...hope the sales will follow!
40. Yes, it is my chance to get in front of people who are interested in boating, that makes it a far more targeted audience for advertising money.

### **3. How important is the Boat Show to the success of your overall business each year?**

1. *It could be argued that, over the past two years, most of our efforts have been simply treading water. But if you stop treading water you sink. The boat show is important to us.*
2. all shows are important. This show gives us business for the fall season.
3. I RELY ON IT FOR MY ADVERTISEMENT AND CONTACTS FOR BUSINESS
4. It is of minor importance to our business.
5. The Boat Show contributes to our success, but is not absolutely critical.
6. Very important
7. Minor
8. Probably not that important, but we doesn't usually do local boat shows. This year was an exception, and well worth it!
9. Very important to our September sales and fourth quarter planning.
10. Very important. It brings about 25% of yearly business.
11. Important: often it is the first 'look' a potential client has to see a variety of brands and make their own comparisons.
12. I think its very important.. I would say 7 out of 10 for importance..

13. Not that important.
14. This has been a huge part of our business this year.
15. Not highly important, but we like to support the NYBA and maintain visibility to possible new customers.
16. Probably 50%
17. Hard to tell. We don't sell much at the show but feel the consistent exposure is beneficial to our business.
  
18. This show is one of our major marketing tools that consistently shows positive results even though tough times in the market.
19. Very
20. Not very, but need to be there since it's a boat show!
21. It's important to be a part of and remain in front of our current customers, as well as potential new customers.
22. I could not imagine not being at the boat show, we see our current clients, past clients and hopefully potential clients at the show. The show is like a big family reunion. Typically I would say the show is very important to our business.
23. Being the first year, hard to tell, but the exposure was great.
24. VITAL
25. I think the two boat shows probably provide 40 to 50 prospective leads per year, so that can amount to up to 10% of our new business.
26. It's a great networking opportunity, and SEA has to be there...regardless...count us in each year.
27. the boat shows are the third component to our sales process. The other two are web site and advertising.
28. Pretty important.
29. This show will be an integral of our sales and marketing strategy.
30. Important
31. Hard to say I do a lot of events and other advertising
32. Boat show sales/leads account for 30% of our annual sales volume
33. A GOOD SEASON CLOSER FOR OUR SUMMER CRUISING SEASON.
34. Very important. Important in that it keeps our name out there in front of the potential customer.
35. It used to be critically important to us but now it is not. This has nothing to do with how the show is planned or managed but just that the Washington market is dismal.
36. Very – they are my primary advertising tool

**4. The VIP night has proven to be a great addition to the show and a perfect way to kick off the event.**

**A. Would you support shortening the show by one day (a 4 day boat show) and hosting the VIP night on Wednesday instead of Tuesday?**

1. VIP night was a huge success. I do like the idea of having that night on Wed. is a good idea.
2. I think losing one day would not be a big deal
3. *No — too short for the expense and effort involved.*

4. Yes. A four day show would be better
5. NO
6. Yes.
7. A four day show would be fine. The VIP night robs attendance from the following weekdays, (in my opinion). Who wouldn't prefer to get in free and enjoy free snacks and beverages? Traffic seemed pretty slow on the weekdays, but picked up very nicely on the weekend.
8. No
9. YES
10. Yes
11. Yes.
12. We support a longer show, so no.
13. This is a must. Strongly agree.
14. Yes for the reason of one day of less hours to put in –BUT- how do you make the non-invitees leave and if some are invitees, leave and come back ? On the surface, sounds like a tricky situation to pull off.
15. I think this would be a good idea...keeps our costs down as well makes the public make more of an effort to want to come as now there is a real time limit...
16. Yes
17. No, I would say that making the VIP event on one night of the show existing hours or making one of the days have shorter hours during the day which we host the event. Maybe on Friday night to attract more people...
18. Yes
19. I would encourage continuation of the VIP night as we are currently doing, I see any changes as discouraging a particularly successful promotion.
20. We would like to see the show shortened a day, with the VIP night Wed instead of Tues.
21. Yes
22. would keep it just the way it is. We have seen great results and after all the work we put into preparing for the show, why shorten it and give ourselves less opportunity. A 5 day show is perfect.
23. Yes
24. Yes
25. ABSOLUTELY! 100%
26. Definitely, I think the show could be shorter; the majority of the traffic is on Friday, Saturday and Sunday. I think having the VIP night on Wednesday and starting the show a day later would work.
27. yes
28. yes
29. yes
30. yes
31. The VIP night had a higher attendance that we expected and was almost like an extra boat show day, so I would support shortening the show and moving the VIP night to Wednesday.
32. No...I would support shortening the Jan show! For me it's an extra day to see clients without having to be on the road.
33. Yes. I think it would be best to shorten the show, certainly while the economy is in the state that we're in. By doing so will condense the attendees and more than likely fill the docks. Filled docks create a sense of excitement and will boost the energy level of and

for both sides, participants and attendees. I am also sure that by condensing the show will not have a true effect on the attendee numbers. When the market starts to accelerate again, then adding the extra day may be something to look at then.

34. Absolutely.
35. Yes
36. Part of our reason for coming to the on the water show is that we prefer a slower flow of traffic to properly show our vessels to interested people. Condensing the show would cause a higher traffic flow which limits out ability to show the boats properly.
37. Only if the rate was reduced. It is a lot of money already for a 5 day show
38. Yes I think this would be just fine.
39. Ok by me.
40. YES....I'm sorry we DID NOT participate in the VIP night this year. Understand it was well attended!
41. Absolutely. The shorter the better. Please start VIP on Wednesday next year. Also, please shorten the January show!!!
42. Yes, but would like to see the show be less expensive if that's the case. I think Wednesday and Thursday were slow, but I'm not sure that by combining days that we would have the same overall attendance. Would prefer to have more days to reach more customers overall.

**B. Would you be willing to pay a minimal fee for each VIP invitation?**

1. A minimal mandatory fee and participation would work to defray some of NYBA expense could be worked out. I don't like the idea of charging the customer for this.
2. No.
3. Yes. Or have displays get more involved in the festivities.
4. NO, BECUASE I AM JUST NOT THAT BIG TO OFF SET THE EXPENSE.
5. Yes.
6. No
7. For those who actually attend
8. Probably
9. Maybe
10. We feel this is a way for NYBA to promote the show to dealers and customers. The dealers are sharing and leveraging their lists (With postage) and inviting them to the show benefiting all. We feel it is expensive enough for the space and should not add more fees.
11. NO
12. If they show up – perhaps – *pay on a did come basis*. But, to buy X nbr of invites – not so sure about that premise.
13. If it helps in the overall scheme of things then sure...I think because its free its an excuse to come down and drink
14. No
15. No, think we need to keep it integrated into the costs
16. Depends on the fee, how it's assessed and what we get in return. One thing I really like is our own ability to provide food/drinks - so hopefully you'll keep that. But if we were paying I would wonder what added benefit the attendees would see or what you'd add to help get more people there. Is there free drinks? Dinner or more food? What exactly would we be paying for....

17. Yes
18. This should stay included in our boat display cost.
19. Probably not very excited about it...
20. Yes
21. Probably not although depends on the definition of minimal, I guess!; however I think as a cost-savings measure, you could shift the onus of the physical invite from NYBA (or the sponsor, or whoever pays to have those invites and envelopes printed) to the exhibitor, and just print up tickets you give to the exhibitors (i.e. it should be cheaper to print smaller tickets than a single fold card and envelope).
22. Yes
23. Yes
24. Depends on the minimal fee because we spend a lot of money on food and wine
25. No
26. If this would enhance the experience of the event, it certainly is worth visiting the idea.
27. Yes, within reason.
28. Certainly. Two of our five "strong prospects" came during VIP night. Great way to start the show.
29. Yes, I would encourage a charge that would allow you to have the budget to make the VIP truly special. For instance having uniformed personnel walking the docks with good snacks and good wine.
30. I would rather see vendors do more in there area to provide food and wine to the VIP's instead of having that expense
31. Prefer not to pay for the invitation since we are already taking care of the mailing costs. We would really prefer to have as many invitations as we want as opposed to a limit per boat. Having your exhibitors used their own mail lists and spend the mailing costs is a homerun for promoting the boat show. The invitation does more than promote VIP night it gets the word out that the show is going on.
32. Ok but not preferred
33. No
34. Yes, for sure. At Annapolis they charge more than double for the VIP day (full day) and anyone can go. It was a good day last year with little but qualified traffic.
35. No, if expense is the issue, I would rather see catering cut back and rely more on our own food and beverage.

**C. Would you support charging the public an increased rate to attend the VIP event?**

1. *No — the VIP event is special because it is invitation-only.*
2. Yes. Open VIP night to those who would pay more for the extra attention but not invited because maybe they are new and have not yet become a client of one of the vendors.
3. NO
4. Yes, this is done successfully in Annapolis at the US Sailboat show.
5. Charging for VIP removes the special cachet associated with being an insider, or "invited guest". I would not personally recommend charging the VIP patrons at all, and I would definitely question any decision to charge folks who should be the hottest prospects a premium ticket price.
6. No
7. NO, By invitation only is what makes it work
8. No. What's the point if they are a VIP

9. Yes
10. NO
11. No – doubt that would go over very well.
12. Naaa then its not reallyt a VIP night...
13. No
14. No
15. No. They are there because they were invited and because we want to make them feel special. Making them pay an increased rate does not make them feel special.
16. I think the VIP night should be invite only. If it is open to the public, it should be prohibitively expensive
17. No
18. No
19. No
20. No
21. Not sure what this means... they don't pay anything to attend currently, correct? If you're saying to sell tickets to the VIP event...I'm on the fence. One of the great things about the VIP night is that these people are a higher percentage of buyers/serious prospects since well... they made it on to some exhibitor's VIP list J
22. Not sure
23. Yes
24. No
25. No
26. VIP is a special night for targeted qualified attendees. I don't suggest opening up to general public. If someone is interested as it loses the VIP appeal. People generally can contact a marine business they've had conversation with and get an invite if they are qualified. A good number of mine were sent to vendors who should start attending the show with a booth to get them to see the impact of the VIP night and access to qualified buyers, along with a number of qualified buyers I know personally looking to upgrade their boats.
27. Interesting question, because the VIP idea is to draw in our best customers. That being the case, then your earlier question would be more palatable if a fee needs to be generated to cover expenses. Again, something that should be visited in a round table discussion with the entire group.
28. No.
29. No...I think the exhibitors should underwrite the additional cost.
30. Yes, at least \$25. In order to do this it is important to actually **reduce** the numbers and raise the quality of the leads at VIP night. This makes it interesting to a true VIP because they can get better attention from presenters and not have to deal with uninterested traffic.
31. I would rather it be VIP only by invitation. It makes these people feel important
32. I think it will be tough to change the consumers expectation now that it has been set to be a free event. It really is a thank customer appreciation is the way I see it.
33. No
34. No
35. Yes, again, if it drives more overall people into the show, then yes.

#### D. Other suggestions?

1. *I think that the VIP event cannibalized regular attendance. This wasn't harmful from my standpoint, but it may have harmed the show's finances.*
2. One show per year of four days duration would be more than adequate!
3. Parking with shuttle for VIP Night
4. Perhaps attract West Marine or Fisheries or someone similar to have a significant "sidewalk sale" type of presence within the show. b. Ban strollers!
5. Spread the food, entertainment out throughout the Cove, not just in the main path.
6. If sport boats are in the water again, we need to do a better job of signage and directions to the area, (Or move the boats). It was wasted money for us with Hooters out of biz and no real traffic on our boats.
7. Not really anything new to suggest – it's been a pretty nice event as is.
8. more vendors on the dock meaning beer sales or wine sales... get the hotdog lady and her hubby Paul on the dock...
9. Reduce cost of participating by 20%, state of economy
10. I think this event is building and liked the feel of it this year.
11. Maybe create an auction/benefit aspect for that night with the proceeds going to clean sound initiatives? Items could be donated by the folks with booths/displays. Might make it a little more fun....or intriguing...
12. Maybe general public ticket prices can go up to subsidize things like VIP night.
13. If you go the route of letting the public BUY vip tickets, I'd consider lengthening the hours of the VIP day so it is more of a VIP Show Day so there's more time for people to look around.
14. Maybe have a special gift for the attendees of VIP night, such as the nice bags Sunbrella donated for the show.
15. How about limiting free VIP invitations to five and charging a minimal fee for extras?
16. Possible off-site parking with transfer to show to help minimize parking complaints...group transit for the night. Heard a lot of those complaints. Bathroom signage...seems people don't know where they are when port-o-lets are busy. Some people aren't aware there are boats off the tent inside moorage and some outside which came by the booth....couldn't find yadda.....or couldn't read a map (scary)
17. I would like to say that having "Like" yachts grouped together was much better. For us to be grouped with Selene and Nordhavn I think made for a much better show for our customer base. This allowed them to look at the competing models and visually see what we have been discussing while on tour. Very important function. Way to go and I hope that is the new standard! By the way, I also heard the same comments from several of my customers. They liked that aspect very much.
18. Finish at 4 or 5pm on Sunday. Staying open until 6pm on Sunday is a waste of time. Could also open at 11am on weekdays, but maybe stay open an hour later on Friday night to give more people a chance to come after work.
19. It is sort of interesting to consider other ways to leverage the VIP concept. Maybe a VIP ticket that can get you in an hour before the crowds during the other days of the show?
20. Any ideas that would make the VIP night more spectacular, maybe have the media come that night and show the rest of the world what it is like to get invited to the event. Like buy a boat!
21. RAISE TICKET PRICES

22. More Port-A-Potties & keep the main restroom CLEAN and functional. I swear the toilet was plugged and unavailable for the entire show!
23. It was brought up to maybe LOWER the price on Wednesday and Thursday to attract more people – perhaps you could then offset that with a higher price on the weekend?

#### 4. What can we do to improve the show?

1. AS far as what to do for more boats I personally think it should be quality not quantity. I did not want to bring junk.
2. *I don't know the solution, but the problem to be addressed is parking. We heard several complaints on this topic.*
3. Small comment but make the exhibitor badges printed on both sides. We have a 50/50 chance that the correct side is facing out
4. I THINK THE TIME COULD BE FROM 11:00 AM until 7:00 PM TO ALLOW MORE TIME FOR SOME OF THE WEEK DAY COMMUTERS IN THE EVENING.
5. Shorten it and have only one show per year.
6. To improve the show: Drop the ticket prices in the late afternoon. Very few people were buying tickets within an hour of closing each day. For example; if the show closes at 6 PM drop the price of the ticket by \$1 at 3 PM, by another \$2 at 4 PM, and by another \$3 (or down to about half price) at 5 PM. This will keep people coming through the gate later in the day.
7. Better positioning of booths
8. Better weather
9. Shorten it by a day.
10. On VIP night it was unclear where the ticket for drinks were to be used. We served food and wine on the docks (lots) and people tried to give us tickets. It would be a great tool to capture the customers information who came to VIP night through our invites. An RSVP process is needed to provide that list. It would also help NYBA know how many people to expect. Women with heels have problems on the docks and ramps—maybe cover the docks with carpet, etc. Especially VIP night there are more dressy people...also, lighting was an issue later in the night for VIP.
11. Not much.
12. We have to address the kids thing – I say, if they can walk-in, they can pay. There are too many folks using the boat show as a way to entertain their kids and who are not now buyers or even serious lookers. Maybe one parent and a kid (at a time) but not the whole family at once on a boat. A sensitive subject but it's not fair to the exhibitors to spend thousands of dollars to provide a venue to entertain kids. We need something at the show that is kid friendly/provide something for them besides a million dollar boat ! Why don't we have Tommy Tug at every show? I wish someone would build a 'thingy' on wheels (about waist high) that had buttons, switches, lights and little helm that a kid could play with so they get to touch something! Maybe, a designated area where kids could hang. And, puleeze, do not say they are the next generation of boat owner – I'll be dead by then.
13. Dunno... ? I think the above questions tell me you are thinking about the right things..
14. Allow vendors more creative displays, Yachtfish was asked to remove their additional attraction, it should have stayed. It created a talking point and interest.
15. More sacrifices to the weather gods so we get more sun! :)

16. Work with the parking company to make sure that the gate is staffed with competent people and that they are aware of the times we need to be there for move in and tear down.
17. It would be nice to hold the show a few weeks earlier so boaters have a chance to buy a boat and use it prior to storing it away for the winter. Not sure how possible that is?
18. Cutting it back a day is a good idea; show is managed well; would like to get more of the main stream traffic in the tent
19. I think the show is great; it has good flow for the most part...I think that exhibitors sometimes get stuck in a rut and do the "same old same old" with their displays (me included!) so I'd like to freshen things up from that perspective, with the OK from the Boat Show Committee (i.e. if we wanted to do a non-traditional display where the boats are laid out a little differently rather than stern-to, or if we decided to do a part "indoor"(tent)/part outdoor display). For instance, Ocean Alexander and Selene both looked like they were stepping up their displays, doing something a little unique. I do think shortening the show by one day would be a good idea- there's been a lot of mid-week down time at these shows; it'd be nice to tighten up the traffic and funnel it into a reduced amount of days.
20. I think the hours of the show could be different during the week; perhaps a start time of noon Wednesday, Thursday and Friday and closing the show at 4 on Sunday. Not being at the gate, I can't be sure but it appears that the public does not get to the show until later during the week, most people try to avoid traffic and on Sunday the show appears pretty empty after 4.
21. Music on the weekend and maybe a beer garden, I know that was tried a few years ago but the location just didn't work.
22. Good question....I don't know....corporate sponsor
23. Find a parking alternative
24. Food vendors on site.
25. You all did awesome as always. One complaint was that you could only pay for tickets at the main entrance, not the sail...don't know if that was true. I'd also like to go back to RSVP for VIP, and then list of who attended, so I can cross off the wasted tickets the next year...if I give to them and they don't come, why do it again, after requested— better count for vendor supplying for event . Easier for me to follow-up, but more work for you all. Not sure how they are checked in.VIP night, "guides to help clients find their hosts" or at least point the way. Better crowd control on the docks for waiting lines for larger boats...several smaller boats were blocked numerous times...maybe they could have appointments....and open the dock flow...or ticket times for boarding, etc.
26. The only thing that seems to be a bit of a pain, and a very difficult situation made worse by the construction around the area is parking. If that can be improved upon, making getting to the show a more pleasurable and easier experience would benefit us all. In the large events down Florida way, they provide a satellite parking with shuttle service. City central parking is a pain in every city but if we can deal with this in some way, would be better.
27. More breadth and diversity. Attendees need to feel that they are going to see something new when they attend. Even if it is a product that doesn't particularly appeal to them. Attending the show should leave them feeling "current" about the industry.
28. Is there a way to create some comfort features for a "VIP" type person. May be an alternate entry with a uniformed, friendly, chatty person to show them to the boat they are looking for and then introduce them to the salesperson?

29. I liked the idea of lowering the cost of advertising in the bags so more people can do it and also cutting the price on broker's bringing more boats. The bigger the better!!! We all know that!!
30. Put the 30' and under category more in the center of the show as you walk in if possible taking people naturally from smaller to bigger.
31. Improve parking arrangements
32. More publicity earlier on. Saw the effect of your efforts, crowds picked up dramatically after the show got air time. More of this in advance would be great.

## 5. What are we doing well?

1. You guys were GREAT and always have been. Love working with you
2. *Very well coordinated and well-promoted. I'm pleased.*
3. I FELT EVERYONE WAS IN A HAPPY MOOD AND PEOPLE PICKED UP ON THE VIBES. YOU STARTED THE WEEK WITH A FUN OPENING NITE. I HAD PEOPLE RETURN LATER IN THE WEEK. YOU GUYS DID A GRETA JOB!!
4. The marketing and advertising seemed to be good.
5. VIP night
6. My neighbor exhibitors were terrific and the traffic to my booth very good.
7. Most everything
8. Like the way you handled the guest tickets and how if they are not used, the funds are returned to the dealers.
9. Public relations for the show was great – lots of great coverage.
10. Promotion is great.
11. The canvas bags were really a nice touch. The exhibitors who put their flyers in was a nice collection. You are in a dam'd if you do, dam'd if don't situation – it's organized – and no matter what you do, you can't bat a 1000. If you get a suggestion that is doable, do it, if not – move on.
12. Very good service and very accomodating,..pretty good media, parking is a pain but you make it as painless as possible with info on where else to park... staff and everybody are great, I really honestly think you guys are doing everything right...
13. Great organized event!
14. I feel that this last show was well run!
15. The show is very organized and well done - very few issues over the past couple of years. Also good communication via email. I'd just say keep up the good work!
16. I think you are doing a very good job organizing.
17. You are friendly, organized very helpful. Thank you
18. You seem very organized and have good communication with us exhibitors. That is much appreciated.
19. Management, security and cleanliness
20. Your marketing and advertising is great- I always hear the radio spots, you've done a good job getting on the social media bandwagon, which is esp important in attracting younger would be or new boaters... I really loved the "aye do" campaign theme this year- very cute and eye catching!
21. I think the promotions, advertising and communication overall is good.
22. I THOUGHT IT WENT VERY WELL and was well organized and traffic flow was good
23. I like the new lay-out of booths facing each other.
24. Good set-up, lots of boats in a fairly small area, good variety of exhibitors.

25. Liked the \$15 parking event upstairs, reduced from downstairs \$25...but didn't like the hassle when carrying stuff everyday to be told I can't park downstairs when I support the restaurants for lunch, drinks and dinner nightly and single woman getting to car after the mugging during daylight the previous year. I closed restaurants a few night with clients...and few cars left...didn't enjoy the hike. Car pass for downstairs for entire show would be nice. VIP event this year was awesome...many positive comments heard around the show as showing some of my "buyers" around the show and to the appropriate broker.
26. The media coverage seems to get better and better, you all are really doing a fantastic job in that area. You're also doing a great job of overall organization in the service segments and management. Really great.
27. VIP night is great.
28. You are Great! Friendly, honest, organized, considerate and resourceful. The current ticket system works well.
29. I think you girls have it pretty dialed in and run a smooth show
30. Keep up the promotions and creative ways to expand the show exhibitors (sport boat row etc.....)
31. Marketing seems to be working
32. Thought the show was put together really well – registration, badge distribution.....everything that the ASSN did to put this show on was top notch. Bonnie & KC were very responsive!
33. Well run show all the way around, publicity was great.

**6. Do you have any suggestions for future media? Past examples include: kids lifejacket giveaway, Ocean Watch round the America's boat on display, the boat and crew from the Deadliest Catch on display.**

1. *I think it is good to have a commercial attraction of some sort — something that people may be curious about. A City of Seattle Fire Boat? One of the small USCG 82 foot BLUE SHARK cutters? The Deadliest Catch boat was great. Mixing this up would provide year-after-year return interest.*
2. Several things are done well. The layout of the show is good, logistics are handled well, etc. It probably seems like nonstop chaos from a vantage point in the NYBA office, but from an exhibitor's perspective the show seemed to go very smoothly.
3. The static displays and kids life jacket giveaways are OK, but to liven up the show consider some strolling musicians on Saturday and Sunday. Maybe a group of folks doing sea chanteys? The guy who plays Jimmy Buffet music is a good choice, but maybe the key would be to have entertainment that strolled around the show, rather than a loud, amplified act from a central point. The amplified act might tend to pull people \*away\* from exhibitors' booths so they could go see what all the noise was about- and that's not the desired effect.
4. A Tall ship in the show for tours onboard.
5. A huge giveaway of some kind – chartered trip, etc.
6. Vampires and the Twilight Cast J.
7. Perhaps one or two focused seminars: They are a hit at the Jan show and Trawler Fest – choosing subject matter will take some collaboration and a consensus of what would be of interest.

8. yes to all the above.. don't have any Ideas specifically but just the above mentioned promo's would be good...
9. I do not know that the deadliest catch display will add that much to our goal, however it might be fun to see some lifestyle or entertainment activity area. Maybe like a fishing simulator with big game fish or salmon fishing activity or some other "fun stuff" for people to feel or experience what you can do on a boat other than just look at them and open and close the fridge. Maybe some interactive areas???
10. Anything that has to do with TV is a good draw for numbers (though I'm not so sure how many serious buyers it brings in). Free life jackets and sail boat rides are good so keep them if you can. If I remember right, you used to do seminars - maybe bring those back on the weekends? And I'd keep with the offering of Groupons - great coverage through that.
11. Encourage the Electric Boat Company to participate and run shuttles from various locations.
12. Sadly, no, but if I think of something I'll email you!
13. Ask the exhibitors to add show announcements to their email, website, email newsletters and magazine ads.
14. Buy more of mine and integrated program next year for web, online, weekly enews program. Life jacket program was a hit, but they ran out from what I heard from several parents. If a wakeboard program display could be put off the wakeboard boats, or close, that would help that market...they were REALLY grumbling. Deadliest Catch is always a winner with the kids and adults....they actually have a promo with them at the Tampa show. We used the new JetPak which was a hit at Lido...demo....maybe another is open to yacht toys...skidoos, scuba, etc. as add-ons. Tall Ship is another well liked family activity. Know space is limited.
15. What about tapping into the Duck tour thing?? Providing a Duck Landing? Selling tickets to arrive and depart by the Ducks? Goofy yes. Sorry but they certainly draw the crowds but probably not the crowds we're hoping for, right?
16. Take a look at what the NW Maritime Center is doing with their spring Symposium. They have a number of really interesting boats, not for sale, which people can board. They are provided an opportunity to speak with the owners, talk about their experiences, and consider the reasons they made their choices regarding the boat. A educational component to back up the sales piece could make for a more rounded experience.
17. This is hard for us because these types of media do not typically bring in our clients. Our clients are more interested in innovations that are on display at the show. Hard to give advice because if you focused on innovations the other boats in the show that are not incorporating these things might be upset?
18. HIGH TECH BOAT BUILDING - WESTPORT/CHRISTENSEN TO HAVE SEMINAR or EDUCATIONAL OPPROTUNITY
19. How about combining with a Washington State boater's safety course? Maybe have a couple of training classes/education courses?