

NMTA
BOAT SHOW COMMITTEE MEETING
October 9, 2024, 10:00 A.M.
Zoom Meeting

Zoom: Elizabeth Bohling
Greg Dick
Giuseppe Alvarado

NMTA Staff: Katie McPhail, VP and Boat Show Director
Joan Collins, Boat Show Assistant
Karsten McIntosh, Communications Director

Absent: Bryce Hansen
Tony Bulpin
Jace Romine
Katie Malick
Jon Josephson

MINUTES

Elizabeth Bohling called the meeting to order at 10:02 a.m.

New Members

Katie McPhail presented two new member applications which are pending Board approval.

The Committee moved, seconded and passed a recommendation to the Board to approve the two NMTA membership applications.

- Open Water Solar – Active
- Summer Accents - Affiliate

2025 Seattle Boat Show Space Update

Katie McPhail reported that there are 245 exhibitors requesting 213,309 sq ft. She still expects Walker Bay (2000 sq ft) and Bass Pro (8000 sq ft) applications. Katie McPhail will work on the layout over the next 4 weeks - available Friday, November 8. There are 30 boats for Bell Harbor with room for approximately 50. Late registration in December and January is typical for the in-water displays.

Online Tickets for Sale Oct 1

Karsten McIntosh reported that tickets went on sale October 1, the earliest ever. And we've already sold 20 tickets in 6 states. BSU tickets will be available November 1.

Early ticket sales are partially a response to counterfeit tickets scams last year. Katie McPhail mentioned the hotel spam email Bryce Hansen received yesterday. A travel agency that is using our logo to promote hotels for the show.

Karsten McIntosh pointed out partner hotels are listed on the Seattle Boat Show website and available to take discounted reservations now.

New ticket discounts include:

- Senior discount of \$2 for 62+
- Military discount of \$2 for active and former military
- Military Appreciation Day, Get in Free on Wednesday, Feb 5, for active and former

Advertising

Karsten McIntosh shared the latest Advertising Creative updates made by Bullseye Creative in response to committee feedback last month. Big Selection! Big Discounts! Big Fun!

Karsten McIntosh and Peter Klauser put together a SBS25 Photo Guidance document, found on seattleboatshow.com/exhibitor. It explains what they are looking for in photos from exhibitors for use in Seattle Boat Show advertising.

Digital Exhibitor Tickets

Katie McPhail reported we have a signed agreement with Expo Tracker for the digital guest tickets. Distribution is available by November 11. Tickets will be compatible with Apple Wallet by December. Exhibitors will be charged \$10 on ticket redemption. Traditional will call will be replaced by NMTA staff at each entrance.

GES Material Handling

Katie McPhail reported that she is working with GES to lower the cost to exhibitors. Negotiated a 25% discount for this year, the final year in our three contract with them. Katie will send out RFP for show decorators in the spring.

Boat Show University Changes

Katie McPhail reported that Tickets for Boat Show University will go on sale November 1. BSU will be in person only, not recorded or streamed this year. Tickets will include a single day admission to the show.

Food & Beverage

Katie McPhail reported that she's working with Levy on a few food related promotions. New options include Sunday Sundae Boats, soft ice cream in a take home souvenir boat; and 2 for 1 Taco Tuesday on our 2 for 1 Tuesday admission. Returning food options include: Grab N Go located near the Tunnel Club, Ivars and Free Chowder at Bell Harbor.

Promotions Update

Kaite McPhail reported that we have about 20 promotions and are working to accommodate the varied attendee interest. New promotions in progress include:

- The Big Duck – World’s largest Rubber Duck on the roof of the garage. Coupled with a Duck Pluck charity fundraiser – Salmon for Soldiers, or Wake for Warriors was suggested
- Military Appreciation Day
- Senior Discount \$2
- The Boat Geeks – New podcasters, recording live from the boat show

The meeting was adjourned at 10:57 . The next Boat Show Committee meeting will be Wednesday, November 13, 2024, 10:00 a.m. - Noon