

Get More Exposure Online
FIVE SHOWS
ONE LOCATION



SHOWMANAGEMENT.COM

ONLINE MEDIA KIT

Marketing and advertising through an event offers a great way to reach new customers and get them interested in your products. With 5 shows in one location, ShowManagement.com is an ideal vehicle for advertisers as it provides exposure to a very targeted market of yacht builders, brokers, buyers and boating enthusiasts from around the world seeking information on our events and products on display.

WHY SHOWMANAGEMENT.COM

- Five in-water boat shows-one website location
- Fort Lauderdale International Boat Show is the largest boat show in the world
- Yacht & Brokerage Show on Collins Avenue in Miami Beach, and The Palm Beach International Boat Shows are ranked in the top 10 in the world. In addition there are the St. Petersburg Boat Show and Strictly Sail and the Suncoast Boat Show
- Over 250,000 people attend the events combined annually
- Consumers come from both domestic and international markets
- A targeted market of boating industry consumers and professionals

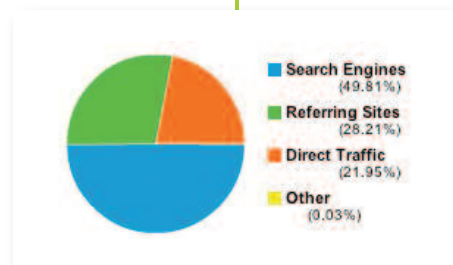
THE NEW SHOWMANAGEMENT.COM FEATURES

- Searchable database of company listings, boat and product listings where consumers can search information on participating companies, see pictures of vessels or products being displayed at each event
- Host City and Hot Spots for each show including restaurants and places of interest
- Lodging and Travel information and links
- Event Parking and Transportation information
- My Show Planner allows show attendees to plan out the show, who they want to visit and send appointment emails to exhibitors.
- Newsletter section with the most update information on the featured boat show and industry related news
- Boat Show photos updated daily during the events
- Special seminars and kids events during the boat show
- The online version of Yachts International, one of the world most respected yachting publications
- Online Virtual Tour of Events with location maps

SHOWMANAGEMENT.COM TRAFFIC SOURCE OVERVIEW

Featured shows generate approximately 1 million page views

- All traffic sources sent 163,439 visits via 1,847 sources and mediums
- 163,439 visits came from 161 countries
- 49.81% traffic from Search Engines
- 28.21% traffic from Referring Sites
- 21.95% Direct Traffic
- Visitors view an average of 5 pages per visit



HOME PAGES AND RUN OF SHOWS (ROS) ADS

The Home page of each current event is a common entry point for most visitors and provides an overview of the event, it's location, dates and times, admission prices, videos, event photos and downloadable PDF location maps and floor plans. This is a high visibility page, providing the highest number of "unique" visitors during each event.

AD POSITION	DESCRIPTION
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- 1 Leader Board: Top of page for maximum visibility : 728 x 90
- 2 Wide Skyscraper: Left side vertical: 160 x 600
- 3 Medium Rectangle: Right side vertical: 300x250
- 4 Rectangle: Right side vertical: 180x240
- 5 Rectangle: Right side vertical: 180x150

- Ad Positions 1, 2&3 can be combined to create ROADBLOCK ADS that allows the advertisers brand to achieves maximum visibility on showmanagement.com
- Ad positions 1-5 will be displayed RUN OF SHOWS sections



EVENT SPECIFIC PAGE ADS

Event Specific pages are tied to individual events and include:

BOAT LISTING PAGE: The Boat Listing and Boat Search Results pages provide a list of yachts as defined by the user. The page includes: boat make, type, length, show location, and exhibiting company information and icon for boat or product photo:

COMPANIES ON DISPLAY PAGE: The companies on display is a searchable database of exhibiting companies and is unique to each featured event. It provides detailed information on companies including their contact information or product photo and event location.

HOST CITY HOT SPOTS PAGE: The Host City/Hot Spots section provides valuable information on the city of the event and acts as a guide for visitors informing them of the best restaurants, clubs, museums and locations of interest.

SITE PLANS PAGE: Web page featuring downloadable site plans and floor plans for the boat show's in-water and land locations that attendees can download before the show.

LODGING AND TRAVEL: The official web page for boat show travel and lodging to all five of the show destinations.

PARKING AND TRANSPORTATION: Web page featuring the most up to date information for the easiest access to parking and shuttles.

AD Position	Description
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- 6 Full Banner: Top of page information: 468 x 60
- 7 Full Banner: Bottom of page 468 x 60

- Ad Positions 6 & 7 are available on each page separately per event.

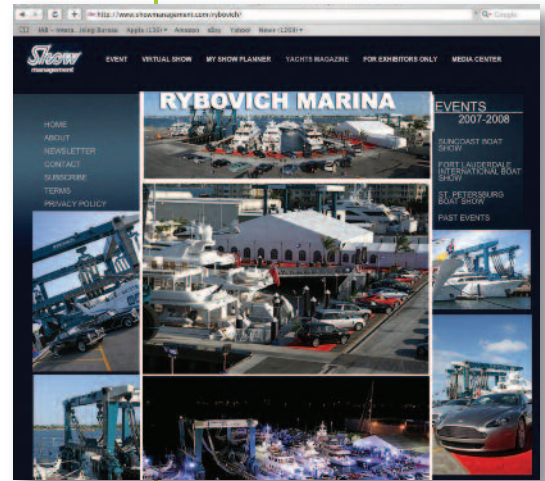


SPONSORED MICROSITE

The sponsored Microsite is the advertiser's own company branded page that is integrated into ShowManagement.com. Our editorial and design staff works in collaboration with the advertiser throughout the construction of the page using the advertiser-supplied material to produce their exclusive page. Microsites may include:

- Company Information
- Company photos
- Multimedia (optional)
- Upcoming events
- Your own website ads
- Contact/Lead Collection form
- Links to company website and email contacts

Call us to discuss this exciting opportunity to be integrated with showmanagement.com



YACHTS MAGAZINE SECTION ADS

The Yachts magazine section features articles from YACHTS INTERNATIONAL, an esteemed member of the LuxMedia group, the world's leading publisher of luxury niche titles. This section contains the best in engaging editorial, captivating photography and cutting edge industry related information.

AD POSITION	DESCRIPTION
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- 1 Leader Board: Top of page : 728 x 90
- 2 Wide Skyscraper: Left side vertical: 160 x 600
- 3 Medium Rectangle: Right side vertical: 300x250
- 4 Rectangle: Right side vertical: 180x240

- Ad Positions 1, 2&3 can be combined to create ROADBLOCK ADS that allows the advertisers brand to achieves maximum visibility on showmanagement.com
- Ad positions 1-4 will be displayed RUN OF SECTION



EXHIBITOR SPOTLIGHT ADS

COMPANIES ON DISPLAY PAGE and BOATS ON DISPLAY PAGE
Opportunity for 6 separate companies to be the "featured" company when someone visits the COMPANIES ON DISPLAY or BOATS ON DISPLAY pages . The featured company banner ads will display their company logos, company description, product picture and link to their exhibitor listing on showmanagement.com.



NEWSLETTER EDITORIAL PAGES

The Newsletter section editorial pages features articles on the most up to date information on upcoming shows, new vessels, products being displayed at shows and other industry related news.

AD POSITION	DESCRIPTION
1	Leader Board: Top of page for maximum visibility : 728 x 90
2	Wide Skyscraper: Left side vertical: 160 x 600
3	Rectangle: Right side vertical: 180x240
4	Rectangle: Right side vertical: 180x150
7	Full Banner: Bottom of page 468 x 60

All ads are run of section

E-NEWSLETTER

The eNewsletter is delivered electronically to consumers who have purchased tickets to the shows, have registered for user accounts on www.showmanagement.com, opted in for emails, exhibiting companies and marine industry participants. The e-newsletter is linked to the showmanagement.com newsletter section which has the most up to date information on the upcoming shows, new vessels and products being displayed at the events and other informative industry information.

The newsletter is published leading up to events, the day before the event and a recap issue after the event. Published a minimum of 16 times a year to a list of over 7,000 recipients (and growing).

- Sponsorship: Top right of e-newsletter and all newsletter section pages: 250x40
- Skyscraper: Right side vertical in the e-newsletter: 160 x 600
- Small Banner Right of Content header: 250x40
- Leader Board: Below story teasers: 728 x 90
- Half Banner: Bottom Right of e-newsletter: 234x60
- Rectangle: Lower Right: 180 x 120
- Text Ads: Headline + three lines of text in lower right of newsletter

Full package Newsletter Ads: Combination of ads in e-Newsletter and on all pages of website Newsletter section

Newsletter Sponsorship



Newsletter Sponsorship



Text Ad

ONLINE MEDIA KIT

OPPORTUNITIES & PLACEMENT

SHOWMANAGEMENT.COM
 Ph: 800-940-7642
 Fax: 954-462-4140
 email: marketing@showmanagement.com

HOME PAGES AND RUN OF SHOWS (ROS) ADS

AD POSITION	3 MONTHS (EXHIBITOR RATE)	6 MONTHS (EXHIBITOR RATE)	ANNUAL (EXHIBITOR RATE)
Leader Board TOP OF Page (728 x 90)	4800.00 3600.00	7250.00 5437.50	11500.00 8625.00
Wide Skyscraper Left side (160 x 600)	2850.00 2137.50	4150.00 3112.50	8250.00 6187.50
Medium Rectangle: Right side (300x250)	2850.00 2137.50	4150.00 3112.50	8250.00 6187.50
Rectangle: Right side vertical (180x150)	1350.00 1012.50	2775.00 2081.25	7250.00 5437.50

EVENT SPECIFIC PAGE ADS - Each ad position is tied to a specific boat show.

COMPANIES ON DISPLAY PAGE	FLIBS	ST. PETE	MIAMI	PALM BEACH	SUNCOAST
Full Banner Top (468 x 60)	1850.00	800.00	1700.00	850.00	425.00
Premium Listing (limited to 6 ADS)	325.00	200.00	250.00	225.00	175.00
BOATS ON DISPLAY PAGE					
Full Banner Top (468 x 60)	1700.00	800.00	1700.00	950.00	425.00
Premium Listing (limited to 6 ADS)	325.00	200.00	250.00	225.00	175.00
HOST CITY/HOT SPOTS PAGE					
Full Banner Top (468 x 60)	1600.00	800.00	1500.00	900.00	375.00
Full Banner Bottom (468 x 60)	1300.00	700.00	1250.00	775.00	295.00
SITE PLANS PAGE					
Full Banner Top (468 x 60)	1600.00	800.00	1500.00	900.00	375.00
Full Banner Bottom (468 x 60)	1300.00	700.00	1250.00	775.00	295.00
LODGING AND TRAVEL PAGE					
Full Banner Top (468 x 60)	1295.00	800.00	1250.00	900.00	375.00
Full Banner Bottom (468 x 60)	995.00	700.00	900.00	775.00	265.00
PARKING AND TRANSPORTATION PAGE					
Full Banner Top (468 x 60)	825.00	800.00	800.00	900.00	300.00
Full Banner Bottom (468 x 60)	565.00	700.00	550.00	775.00	200.00

E-NEWSLETTER AD RATES

POSITION	3X	6X	12X	16X
Sponsorship (250x40)	1500.00	2850.00	5550.00	7500.00
Skyscraper (160 x 600)	450.00	800.00	1400.00	1700.00
Small Banner (250x40)	425.00	750.00	1300.00	1600.00
Leader Board (728 x 90)	400.00	700.00	1200.00	1500.00
Full Banner (468 x 60)	350.00	600.00	1000.00	1300.00
Rectangle (180 x120)	300.00	500.00	800.00	1000.00
Text (headline+3 lines)	200.00	400.00	400.00	800.00

Sponsorship Logo is for eNewsletter + Run of Newsletter section on website

NEWSLETTER SECTION	3X (EXHIBITOR RATE)	6X (EXHIBITOR RATE)	ANNUAL (EXHIBITOR RATE)
leader board on top (728 x 90)	1250.00 937.50	2250.00 1687.50	4200.00 3150.00
Skyscraper (160 x 600)	850.00 637.50	1550.00 1162.50	4200.00 2800.00
Rectangle right (300x250)	750.00 562.50	1150.00 862.50	2200.00 1650.00
Small Rectangle right (180 x240)	450.00 337.50	600.00 450.00	1300.00 975.00
Small Rectangle right (180 x150)	415.00 311.25	575.00 431.25	1220.00 915.00

Exhibitor Rate is 25% Less

CALL OR E-MAIL FOR INFORMATION ON SPECIAL PACKAGES, MICROSITES AND ROAD BLOCK ADS



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