



MOBILE MARKETING FOR THE 2010 DETROIT BOAT SHOW

This year at The Detroit Boat Show, connect with show-goers like you never have before! Mobile Marketing is now available to Boat Show exhibitors and vendors to peak consumer interest and maximize your return on investment.

Mobile marketing will help you catch Boat Show attendees' interest, and directly engage them in your product. When your exhibit has a feature that draws customers from the all over the show, you will set yourself apart from traditional booths.

Exhibitors interested in participating in the program can purchase an individual keyword related to their product line. Boat Show attendees will receive literature listing all the mobile programs they can enlist in to receive exclusive offers and discounts from vendors. Through a simple text message, Boat Show attendees will voluntarily supply you with their phone number on the spot. This valuable information can become your database for direct marketing after The Detroit Boat Show has ended, and you will be able to reach out to customers who are specifically interested in what you have to offer.

Differentiate yourself from other booths this year, and develop a lead list for year-round sales efforts at the same time. Please contact Nicki Polan for more information, and enroll in the 2010 Detroit Boat Show mobile marketing program today!

GOLD PACKAGE:

- ∞ \$500 per keyword
- ∞ \$.09 per text
- ∞ Grants the ability to send out an unlimited number of text messages over the span of the boat show

SILVER PACKAGE:

- ∞ \$300 per keyword
- ∞ \$.09 per text
- ∞ Grants the ability to send out a fixed number of text messages over the span of the boat show