



2010 VIP PREVIEW NIGHT & SALMON BARBEQUE

What: Seattle Boat Show VIP Preview Night & Salmon Barbeque

Why: Give exhibitors an opportunity to invite their best customers to an "invitation only" private evening to preview the Show

When: Wednesday, August 11th – 5:00 to 8:00 p.m.

Where: Shilshole Bay Marina – Accessory, Shoreside and In-Water Displays

Format: Complimentary salmon dinner, beer and wine and live music

Number of Guests: 1000

Parking: Free

Invitations: 5000 postcard invitations will be printed and mailed to all exhibitors by July 27. All exhibitors receive minimum 50 invitations plus 8 additional for every 100 sq ft rented in the water, 5 additional for every 100 sq ft on land, and 50 additional for every 10x10 accessory display rented.

Process: Exhibitors will personalize their invitations with company name and send them to their best clients and prospects in July. This is 500 two-person RSVP'S, which equals 1000 guests.

Guests: They will need to RSVP to a special SeattleBoatShow.com website by Monday, Aug. 9.

Guests who attend the event: When they arrive at the event, they will be directed to the inviting exhibitors display. Once at the exhibitors display, guests will receive a VIP packet which contains tickets for the complimentary salmon barbeque and drink ticket.

Private Party: The event will not be advertised in any way. The only way to know about the event and attend is to get a personal invitation from one of the exhibitors.

Cost for attendees: Only invited guests will be allowed to attend. Tickets will be complimentary and will include one beer/wine + salmon dinner. Parking will be free to attendees.

Cost for Exhibitors: Postage

Reports: NMTA will provide detailed RSVP reports for each exhibitor.