



OMTA BOAT SHOWS

SPONSORSHIP OPPORTUNITIES

OMTA

The Ohio Marine Trades Association (OMTA), previously named the Lake Erie Marine Trades Association (LEMTA), is Ohio's **oldest marine organization**. OMTA hosts Ohio's **longest-running boat show**, the Cleveland Boat Show, the state's **largest marine event**. With over 67 years of experience, OMTA delivers **top-notch sales events**.





OMTA leads the way in Ohio, representing boat, marine engine, and accessory manufacturers in the state. As OMTA, it's also the premier producer of boat shows in Ohio.



OMTA advocates for Ohio's recreational boating industry, safeguarding and enhancing the business environment by addressing local legislative and regulatory matters at the state level.



OMTA oversees boat, yacht, trailer, and marine oil certification, represents members' interests in setting global safety standards for boating, and offers technical support to its members.

5 SHOWS IN OHIO

All OMTA-Produced Boat Shows are sponsored by Progressive Insurance



CLEVELAND BOAT SHOW

CATAWBA ISLAND BOAT SHOW

SANDUSKY BOAT SHOW

AKRON BOAT SHOW

**NORTH COAST HARBOR
BOAT SHOW**

SHOW SNAPSHOT

Bridging the gap between entertainment and commerce



EXPERIENTIAL

Attendees board hundreds of new model boats to see, touch and demo products



EDUCATIONAL

Hundreds of seminars, demos, instruction, and expert advice all in one place



ENGAGING

Shows deliver face-to-face interaction no other form of marketing offers



ENTERTAINING

Family-friendly features and attractions add elements of fun and engage attendees



EFFECTIVE

Exhibit space sells out because exhibitors make sales, generate leads, and achieve marketing goals



ENTERPRISING

Shows are sales events where visitors can purchase the product on display

BOATING MEANS BUSINESS IN OHIO

Ohioans enjoy approx. **315 MILLION HOURS**

of boating annually



NUMBER OF JOBS

direct **20,300**

+ indirect **25,400**

TOTAL **45,700**

Ohio jobs related to boating



NUMBER OF BUSINESSES

TOTAL **1,780**

Ohio businesses related to boating



\$6.4 BILLION

Total Annual Economic Impact



\$3.66 BILLION

economic impact from recreational boating in the state of Ohio.

\$2.75 BILLION

economic impact from the marine trades industry in the state of Ohio.



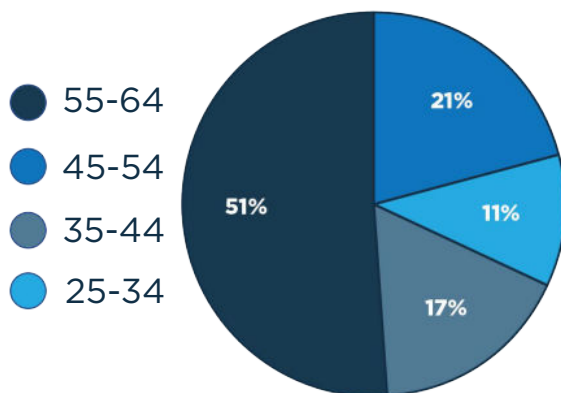
MEET OUR AUDIENCE

OMTA-produced boat shows draw a highly qualified audience of passionate and motivated boating and outdoor enthusiasts.

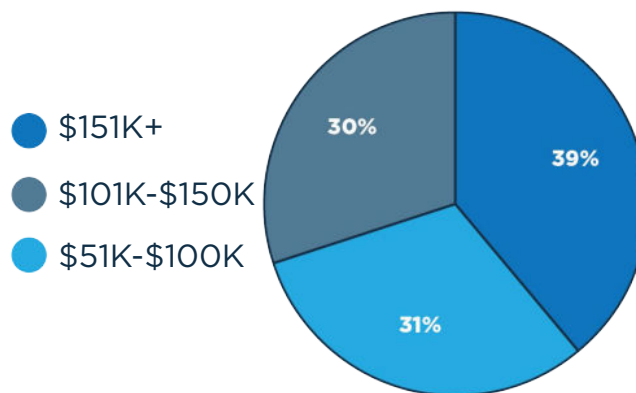
BY THE NUMBERS

50,000+

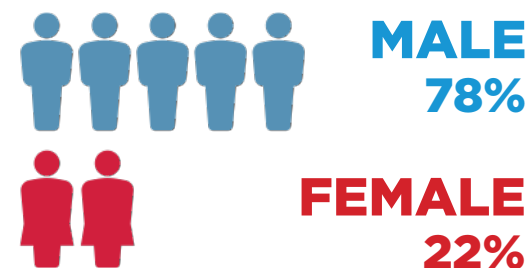
annual consumer attendees at our largest show, the Cleveland Boat Show



Primary audiences: 78% Millennials & Boomers



High levels of discretionary income



KEEP COMING BACK FOR MORE:

83% are repeat visitors

A PROPENSITY TO PURCHASE:

57% came "to buy"

55% made a purchase at the show

THEY OWN:

Boats

76%



SUVs or Trucks

76%



Luxury Auto

47%



Own a Home

90%



Own a Lake House

36%



ADVERTISING REACH

WE MAKE IT KNOWN!

The boat show's arrival is impossible to miss. Each event benefits from a tailored marketing strategy that reaches a well-qualified consumer audience, including boaters, fishermen, and outdoor enthusiasts. Our advertising spans across TV, radio, online, social media, print, and billboards.

TRADITIONAL MEDIA:

More than **200** million total impressions

BROADCAST:

Delivers high impact, broad market exposure

PRINT ADVERTISING:

Relevant messaging to niche markets - newspaper and boating & fishing publications.

ADDED VALUE PROMOTIONS:

Maximize the impact of our advertising to enhance the performance of our campaigns. Live, on-site radio broadcasts, appearances, promotional events, sponsorship opportunities, and on-air promotions.

There's only **ONE**...
Cleveland Boat Show Program!

ONE named as the LEMFA/Boat Show-sanctioned, Official Show Program...and produced by Mid-America Boating for the 50th year in a row!
ONE distributed at the show's entrance to each show guest.
ONE mailed in advance to all subscribers and distributed in advance to 400+ locations in the show's marketing area.
ONE with bonus distribution—free to all show guests PLUS to regular subscribers and free pick-up locations.
ONE referred to before, during, and after the show as a reliable reference to dealers, products and services.

Ad Size	Back & White	Full Color	Dimensions (in.)
Full Page	\$1600	\$3600	10.25" x 12.5"
Half Page	\$900	\$1050	10.25" x 6.2" (horizontal)
Half Page (vertical)	\$900	\$1050	5.03" x 12.5"
Quarter Page	\$500	\$620	5.03" x 6.2"
Eighth Page (horizontal)	\$265	\$335	5.03" x 3.063"
Eighth Page (vertical)	\$265	\$335	2.421" x 6.2"
Sixteenth Page	\$155	\$200	2.421" x 3.063"



DIGITAL MEDIA:

Reaching consumers where they consume media - smartphones, tablets, laptops, and computers

EMAIL CAMPAIGNS:

40,000+ subscribers

BANNER ADS:

5.2 million impressions on websites highly targeted to reach qualified customers

SOCIAL MEDIA:

thousands of followers/fans across multiple platforms - Facebook, Twitter and Instagram

SEO/PAID SEARCH:

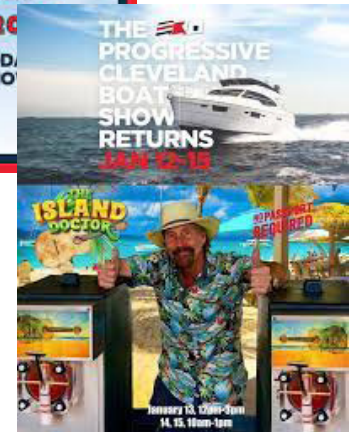
Use SEO & paid search to optimize show websites and increase search engine rankings

VIDEOS:

Brings show to life and highlights products, attractions and exhibitors

SHOW WEBSITES:

Engage consumers - over 250 thousand total visits annually



WHO WE WORK WITH

OMTA works with brands to provide solutions to marketing problems.
We can develop a custom program to meet your needs and goals.

Sample of Brands we partner with:

PROGRESSIVE[®]



TUNDRA



Cleveland
MAGAZINE



Great Lakes
Scuttlebutt[®]



lake erie living
magazine



SEIZE THE OPPORTUNITY

When your brand sponsors OMTA boat shows, it's more than just marketing – it becomes an integral part of an event that **ignites the passions** of our audience.

It means a commitment to **elevating the show experience**, providing value and relevance to the tens of thousands of boaters, fishermen, and outdoor enthusiasts for whom their chosen pastime is more than just recreation; it's a way of life.

By aligning your brand with attendees' passion for boating and the great outdoors, you're doing more than just marketing; you're forging a **meaningful connection** that will endure long after the show ends. Are you ready to seize this opportunity?

GET ON BOARD!

GET SEEN. GET INVOLVED. GET CONNECTED

What will you do with this opportunity? We offer a number of solutions for brands to engage with our audiences.

Sponsorship packages can be tailored to meet your marketing objectives

Opportunities include:

ONSITE DISPLAY

Puts your messaging front and center for all to see

PRODUCT SAMPLING

Engage new customers

EXCITING FEATURES

Align your brand with a fun, entertaining or educational experience

UNIQUE ONSITE SIGNAGE

Increase visibility with our captive audience of enthusiasts

WEB BANNER ADS

Hone in on a targeted audience

CONSUMER & EXHIBITOR EMAILS

Reach a targeted, loyal audience

SHOW GUIDE ADVERTISEMENTS

Delivered to attendees, published online year round

RADIO AND TELEVISION

Broad reach and brand identification

SOCIAL MEDIA

Targeted exposure to engage consumers on Facebook, Twitter and Instagram

PRINT

Build brand awareness

WELCOME BAG INSERT

Take your message directly to attendees as they enter the show by placing flyers in each

Welcome Bag

LET'S CONNECT

SEND US AN EMAIL OR GIVE US A CALL!

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