



**Strictly Sail Pacific**  
April 15-18, 2010  
Jack London Square, Oakland, CA



## Exhibitor Marketing Tool Kit

### Tools to Promote Strictly Sail Pacific to Your Customers

**We need your help to spread the word about the show to your customers.**

We have developed a really strong marketing campaign to promote the show, including radio, newspaper and magazine advertising, an email campaign, internet marketing, direct mail, posters, counter top displays, discount coupons, public relations, and special events. We expect attendance to be strong but **we need your help** to get the word out.

Please take advantage of the tools we have developed to promote the show to your customers. The tools are easy to use and effective. Send an email to your customers with a discount offer, print out a poster and put it up in your office, put a banner ad on your website, send out exhibitor guest tickets. It's easy to do and it will help drive traffic to the show.

**Email Campaign** – We have created a fantastic email campaign to promote the show. The first "Save The Date" email went out last week to over 50,000 email addresses. The second email focused on the seminar program and went out on Tuesday. The third email will go out next week and will highlight all the special events at the show.

You may send any of these emails to your customers using one of these two options:

1. **Send us your email list.** This is the preferred method because it avoids duplication. Your email lists will be handled by an independent third party and will not be used for any other purposes.
2. **You send out the email.** We have created easy-to-follow guidelines for you to send any of the show emails to your customers. Simply [Click Here](#) for instructions.

**Strictly Sail Pacific**  
APRIL 15-18 - JACK LONDON SQUARE, OAKLAND, CA

THE WEST COAST'S ONLY ALL-SAIL BOAT SHOW!

**SAVE THE DATE!**

Strictly Sail Pacific Cruises Into Jack London Square April 15 - 18, 2010

*It's coming soon ... mark your calendar now for the West Coast's Premier All-Sail Boat Show!*

Strictly Sail Pacific returns to Oakland's Jack London Square April 15 - 18, offering the ultimate one-stop sailing extravaganza! Check out new and premium pre-owned sailboats, the latest gear, equipment and accessories, plus a boatload of **new products** - all conveniently located in the heart of Jack London Square, right on the Bay.

The "Best of the Best" in Sailing Products  
The new show layout, which features a new indoor exhibit space, showcases more than **150 exhibitors** from around the world. A brand new "Multihull Lagoon" makes its debut this year, sporting a fantastic selection of catamarans and

**ADMIT ONE**

BUY TICKETS NOW AND SAVE \$2

Order your tickets online to save \$2 and skip the lines!

Strictly Sail  
PACIFIC  
[Go to Show Website](#)

[Click Here](#) to view the "Save The Date" email.

[Click Here](#) to view the "Learn From the Experts" email.

**Social Media** - Strictly Sail Pacific is on Facebook and Twitter. Please join in and spread the word. If you're engaged in Social media follow us on Twitter and become a fan on Facebook. Invite your friends and customers to follow and help us spread the word. Strictly Sail Pacific is the place to be April 15-18!



[Join us on Facebook!](#)



[Follow us on Twitter!](#)

Don't have a Twitter or Facebook account and need help?

This is a good spot to start with Twitter:

<http://help.twitter.com/entries/13920-frequently-asked-questions>

Get started with Facebook here:

[http://www.facebook.com/help/?guide=set\\_up\\_profile](http://www.facebook.com/help/?guide=set_up_profile)

**\$2 Off Coupons** – Visit the show office to pick up \$2 Off Coupons, which you can give to your customers.

**Online Coupons** – Let your customers know that they can download discount [Coupons](#) to the show by clicking on the following link:

<http://www.strictlysailpacific.com/pdf/2010/SSPCoupon.pdf>

**Posters** – Display the show poster at your workplace or send to your dealers to display. The posters come in two sizes; 8 x 11 or 11 x 17.

Download the posters by clicking on the following links:

[8 x 11](#)

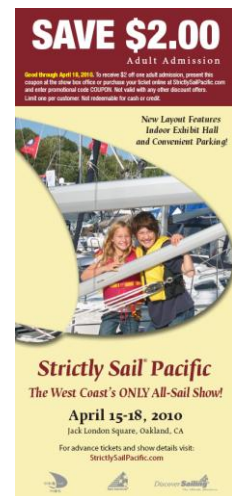
[11 x 17](#)

**Web Banners** – Promote the show on your website and offer your customers discount tickets to the show. Several different Web Banners are available. [Click Here](#) to view and download the Web Banners. We have made adding links to your website quick and simple.



**Discount Ticket Links** – Links to discounts tickets can be added to your website or e-newsletters. Please contact Jonathan Banks at [jbanks@sailamerica.com](mailto:jbanks@sailamerica.com) to get a customized discount ticket link. Alternatively, use the following link for a generic \$2 Off Discount:

<http://v2.interactiveticketing.com/TU8C3BA9CC3A>



**Exhibitor Guest Ticket Form** – EGT's are a great way to get your VIP customers to come to the show. You will be billed half the daily ticket price only for those tickets that are redeemed at the gate. Download the [Exhibitor Guest Ticket Form](#) and fax to Kimberly at (401) 489-7543. You can also order and pick up EGT's at the show.

**Show Guide:** This 32-page Show Guide provides showgoers with everything they need to know about the show, including boats on display, new products, special events, seminars, entertainment, list of exhibitors, directions, etc. [Click Here](#) to download the Show Guide.

**With only a few days to go before the show opens let's all work together to get the word out and make Strictly Sail Pacific a really successful show for everyone.**

Please contact me at [jbanks@sailamerica.com](mailto:jbanks@sailamerica.com) if you have any questions.