Elevate Your Footprint. Invite Engagement. Create an Experience.

STOP • STAY • ENGAGE • CONNECT

Today's attendees want more than a product display. An inviting footprint, hands-on moments and compelling product demonstrations can turn your booth into a destination and spark meaningful conversations.






4 IDEAS TO ELEVATE YOUR FOOTPRINT

01 MAKE IT WELCOMING : Use open entry points, clear sightlines, uncluttered displays, soft seating, highboy tables, charging stations and hospitality elements where permitted.

02 GIVE THEM A REASON TO STOP: Try a game, spin wheel, challenge, kid-friendly activity, live artist, photo opportunity, simulator, digital quiz, giveaway, contest or meet-and-greet.

03 BRING THE PRODUCT TO LIFE : Offer dock-inspired displays, interactive technology, live feature demos, hands-on accessories and scheduled "Meet the Expert" talks.

04 MAKE IT EASY TO CONNECT : Assign staff to welcome visitors, explain the activation, answer questions and guide conversations from experience to product benefits.

DISCOVER BOATING CAN HELP AMPLIFY YOUR ACTIVATION

Share your new product launches, debuts, demonstrations and special experiences in advance. Our team can explore alignment with show programming and potential promotion through the show website, email, social media and PR outreach.

FEATURES / ACTIVATIONS / EXPERIENCES
Jemlys Jager | Director, Experiential & Lifestyle Marketing
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NEW PRODUCTS / PUBLIC RELATIONS
Sarah Salvatori | Director, Public Relations & Communications
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DISCOVER BOATING

2027 EXHIBITOR CHECKLIST

Use this complete checklist to plan a welcoming, memorable, high-engagement booth.

STOP — Attract Attention

☐ Is our booth open and easy to enter?

☐ Do we have clear sightlines from the aisle?

☐ Is our product visible and easy to understand at a glance?

☐ Do we have a strong visual or interactive focal point?

☐ Is there something that gives attendees a reason to stop?

STAY — Create an Inviting Environment

☐ Have we created space for attendees to pause and spend time in the booth?

☐ Can we incorporate soft seating, lounge areas, or highboy tables?

☐ Is the footprint comfortable and free of unnecessary clutter?

☐ Do we have an area for casual conversations?

☐ Are there hospitality or entertainment elements we can add?

ENGAGE — Make It Interactive

☐ Is there something attendees can participate in?

☐ Could we incorporate a game, challenge, giveaway, or contest?

☐ Can attendees interact with our product or technology?

☐ Do we have a photo opportunity, simulator, or hands-on activity?

☐ Is the experience easy to understand and participate in?

☐ Is our team prepared to answer questions and start meaningful conversations?

CONNECT — Bring Your Product to Life

☐ Can attendees step aboard, touch, test, or explore the product?

☐ Can we demonstrate a key feature or benefit live?

☐ Could we schedule product talks or “Meet the Expert” sessions?

☐ Are accessories, electronics, or equipment available for hands-on interaction?

AMPLIFY — Maximize Visibility, Engagement & Impact

☐ Are we planning a new product launch, debut, or special activation at the show?

☐ Have we shared our activation plans with the Discover Boating team in advance?

☐ Are there opportunities to amplify our exhibit through show marketing, social media, email, or PR?

☐ Could our activation be integrated into show programming, special events, or attendee experiences?

☐ Have we identified opportunities for live demonstrations, media moments, or special appearances?

☐ Are we working with the Discover Boating team to maximize exposure and attendee engagement?

QUICK FINAL CHECK — Before Show Opening

☐ Is our booth welcoming?

☐ Is there a clear reason to stop?

☐ Is there something to experience?

☐ Is there a comfortable reason to stay?

☐ Is our team ready to engage?

5 THINGS YOU CAN DO WITHOUT REDESIGNING YOUR BOOTH

1. Open up your entrance.
2. Add a place to sit or talk.
3. Create one interactive moment.
4. Demonstrate one product feature.
5. Give your team one clear attendee engagement strategy.

SHARE YOUR PLANS: Activations — jjager@nmma.org | New products / PR — ssalvatori@nmma.org