



**Marine Marketers**  
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# 2015

# MIAMI INTERNATIONAL

# BOAT SHOW



**PROGRESSIVE**

**Miami International Boat Show**

February 12-16, 2015 | Miami Beach Convention Center | Sea Isle Marina | Miamarina at Bayside



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# TODAY'S AGENDA

- Welcome! Social Mix & Mingle!
- Business Briefs
  - Annual Financial Report
  - General Association Updates



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# TODAY'S AGENDA

## *2014 Neptune Awards Presentation*

*Cindy Pechous & Sally Helme, Neptune Award Co-Chairs*



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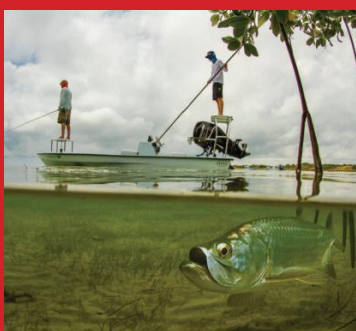


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## NEPTUNE AWARD WINNER



Presented to Hell's Bay  
Boat Works

**Best National Magazine  
Advertising - Series**

**"Draft/Dial/Slider"**

Created by Markham  
Unlimited



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## NEPTUNE AWARD WINNER:



Presented to Yamaha Watercraft  
**Best Mobile Application**  
“WaveRunner 2015 App”



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## NEPTUNE AWARD WINNER:



Presented to Neptune Group Yachting  
**Best Digital Newsletter**  
 Created by Turnkey Communications and PR & DMT Design



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## NEPTUNE AWARD WINNER:



Presented to IBEX  
Best Email Blast  
“2014 Summer Series  
Campaign”  
Created by CSG Creative



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## NEPTUNE AWARD WINNER:



Presented to BRP/Sea-Doo  
Watercraft

**Event Marketing/Sales Promotion**

**“#SPARKSOMEFUN Test Ride Tour”**

Created by LOOK Marketing



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## NEPTUNE AWARD WINNER:



Presented to Hell's Bay  
Boatworks

**Best Product Literature**

“Corporate Collateral”

Created by Markham  
Unlimited



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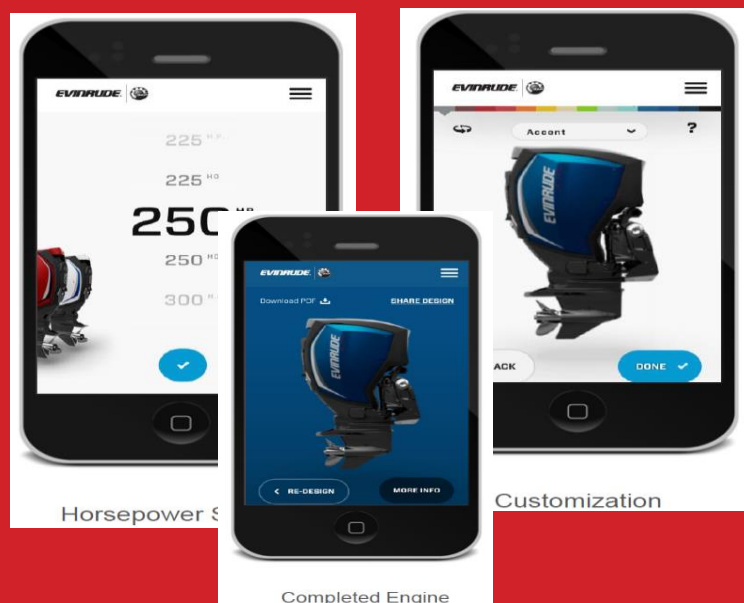


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## NEPTUNE AWARD WINNER:



Presented to BRP Evinrude  
**Best Marketing Innovation**  
“Digital Configurator”

Created by Cramer-Krasselt



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## NEPTUNE AWARD WINNER:



Presented to Bimini Sands Resort & Marina

Best Print Newsletter

Created by Turnkey Communications and PR



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## NEPTUNE AWARD WINNER:



Presented to SeaTow  
**Best Regional/Local Marketing**  
“Life Jacket Loaner Program”



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## NEPTUNE AWARD WINNER:



Presented To Hell's Bay Boatworks  
**Best National Magazine Advertising  
- Single Page Ad**  
Created by Markham Unlimited



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## NEPTUNE AWARD WINNER:

Presented to Mercury  
Marine

**Best Social Media**

“Carol of the Bells”

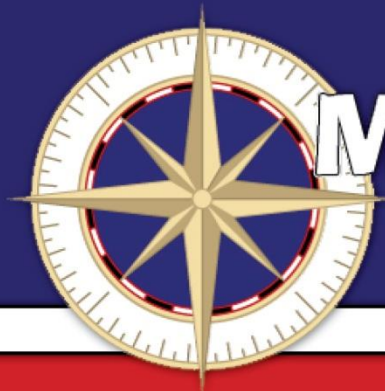


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## NEPTUNE AWARD WINNER:



**Presented To  
North Sails  
Best National  
Magazine Advertising -  
Spread Ad**



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## NEPTUNE AWARD WINNER:



Presented to BRP-Evinrude

**Best Video**

“Evinrude E-TEC G2 Outboard”

Created by Cramer-Krasselt and  
Group Mojo



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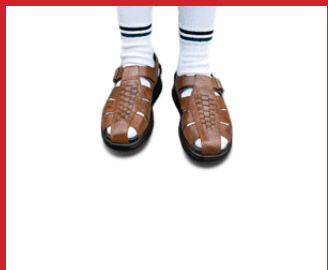


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## NEPTUNE AWARD WINNER:



Presented To Bayliner Boats

**Best Web Advertising**

“Element XR7 Teaser  
Campaign ”

Created by Pearl Brands



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Congratulations to ALL  
of our Distinguished  
**2014 Neptune Award Winners!**

**Press Release and Winning Entries Featured on  
[marinemarketersofamerica.org](http://marinemarketersofamerica.org)**



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## Sponsor Brief



### “Freedom Boat Club”

*Please Welcome*

### John Giglio, President & CEO



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## Freedom Boat Club Trivial Pursuit!

### Did You Know:

- FBC = Nation's Oldest & Largest Boat Club
- 10,000 Active Members Coast-to-Coast
- Sharing Economy – Collaborative Consumption



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- 19 States, 84 Club Locations
- Impressive Fleet - 800 Boats
- Exclusive "Reciprocal" Boating Program
- **93% Club Member Annual Retention Rate**
- 100 Trainers Nationwide – Most USCG Licensed
- Huge Market: Newbies to Lapsed Boaters
- Industry Partnerships & Collaboration



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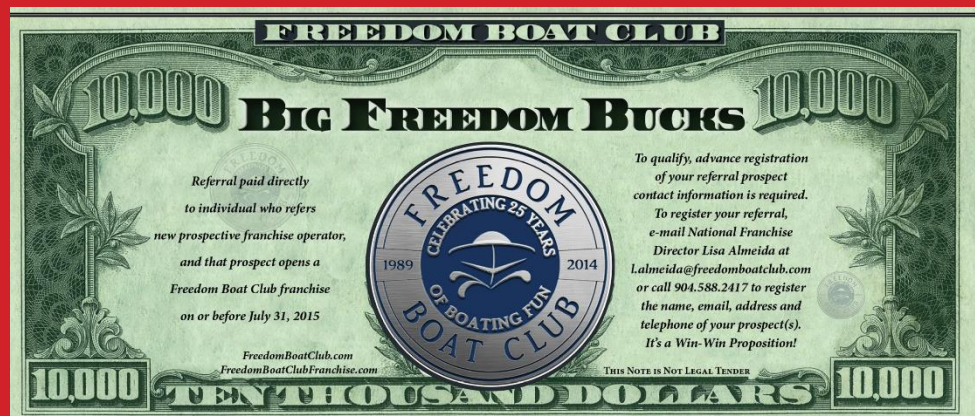
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**AND DID YOU KNOW ...**

**We PAY**

**BIG \$\$\$\$\$\$**

**for Franchise Referrals!**



***Happy to Support & Sponsor Marine Marketers of America!***



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## MEDIA PANEL PRESENTATION

“Marine Publishing:  
New Methods to Market Your Message”

Michael Sciulla, Panel Moderator



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## MEDIA PANEL PRESENTATION

- Duncan McIntosh, *Sea Magazine*/Editor & Publisher/*The Log/Boating World*
- Shawn Bean, Bonnier Corp's Active Interest Network
- Sally Helme, *Cruising World* & *Sailing World*
- Jim Rhodes, Rhodes Communications, Marine Newswire
- David Pilvelait, Home Port Marketing



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Thanks to Our Panelists  
and Michael Sciulla  
For Today's  
Professional Development Program!



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# Survey & Summary

## *Have a Great Show!*

***See You Online and in Ft. Lauderdale!***



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