

# New Product Submissions

## Free Exposure



### 1. Show Website: New Product Showcase on TorontoBoatShow.com

Help prepare consumers and media for their visit to the show by populating the online New Product Showcase, and sending consumers and media straight to your booth to see your new products.

What is considered a "new" product or service?

- Boat brands, accessories, electronics, services, etc. -- that have NEVER been in the Toronto Boat Show before (first time in 2024)
- New boat model introductions for the year 2024
- New & Innovative Products/Services introduced for the 2024 year or was launched during the 2023 boating season.
- Winners of Industry Innovation Awards in the past year

For simple instructions go to TorontoBoatShow.com on how to upload your New Product photos, videos, and information before **November 23<sup>rd</sup>**.

### 2. "New Product" helium balloon for onsite program

New products that meet the criteria will be recognized on site with a helium balloon. This onsite program will help achieve clearer identification of exactly where New Products are located within each space.

- There is no cost to participate in the program; approved new products will receive their balloon for free.
- The balloon will be delivered to your display and attached to the new product.
- Some online product submissions may not be approved for the onsite program.

### 3. Publicity New Opportunities with Media

Each year the Toronto Boat Show's public relations agency, Centric PR is asked over and over by media – "What's New?" Exhibitors who have benefited from the show's PR efforts in the past are aware of how effective show publicity can be for their business.

All new products will not garner media attention, but Centric PR will make best efforts to gain exposure for as many new products and services as possible.

**If you require assistance or have any questions, please contact:**

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