

BOARDS & WAVES EXPO

The East Coast's ONLY "consumer expo for surfers"

April 17 & 18, 2010

Cocoa Expo Sports Center

Cocoa, FL

www.boardsandwaves.com

Member of Cocoa Beach Chamber of Commerce and CVB

Expo produced by Global Wave Ventures

2/19/10

Benefits from exhibiting at the 2010 Boards & Waves Expo

- The Boards & Waves Expo is the only one of its kind on the East Coast
- Portion of the Expo proceeds will benefit Surfrider Fdn, Cocoa Bch High Surf Team
- The Boards & Waves Expo will be an annual event on the Space Coast
- Proud member of the Cocoa Beach Chamber of Commerce and CVB
Will work with Cocoa Beach Chamber and CVB members, other community partners
- Surfboards, surfing, & the beach lifestyle are important elements of Cocoa Beach/Brevard County marketing & advertising as the "East Coast Surfing Capital"
- P.R. and marketing campaign to be directed by McBride Woodbridge agency
- Communicate face-to-face with "core" surf/action sports attendees
Core attendees are 12-24 yrs old, 70% male; attendees range from 6-60 yrs old
2000+ attendees expected, 200 invited action sports retailers, 3850+ Facebook friends
- Meet 6 months worth of surf/action sports consumers in TWO big days
- Increase awareness of product/brand to surf/action sports consumers & retailers
Promotion via Expo website www.boardsandwaves.com, Facebook page, advertising campaign with Surflife.com & Eastern Surf Magazine, Cocoa Beach Chamber & CVB websites, BrevardNightlife.com, Space Coast Tourism, Cocoa Beach Pier, action sports industry blogs and forums, p.r. & marketing opportunities on radio and newspaper via McBride Woodbridge, and much more
- Introduce new products or services to consumers; generate retail/wholesale leads
- Increase traffic to your product or brand website in a cost-effective manner
- Cross-promote with local surf/action sports retailers during the Expo dates
- Sell directly to attendees via "Expo specials"--full retail pricing in effect
- Use attendee database (available after Expo) for lead follow-up

2010 Boards & Waves Expo marketing plans

- **Over 2000 surf/action sports attendees expected from Brevard, Volusia, Orange, and other counties**
- **Over 200 action sports retailers & buyers invited from Florida, Georgia, Alabama, and the Carolinas**
- **Donation to 3 local Surfrider Fdn chapters—Cocoa Beach, Sebastian Inlet, & Central FL/Orlando**
- **Donation to Cocoa Beach High School Surf Team**
- **P.R./marketing campaign will be managed and directed by McBride Woodbridge agency**
Will focus on Orlando and Palm Beach markets, as well as regional/state-wide media releases
- **2 print ads in Eastern Surf Magazine—25,000 copies--East Coast, Texas, Puerto Rico, Great Lakes**
Includes 350 surf shops, 50 colleges & universities
Estimated 190,000 total readers per issue (pass-along rate of 7.8x)
3 ¼ page black & white ads, Surf Expo issue distributed 12/30/09
1 full page black & white ad, Spring Board Forum issue distributed 3/17/10
- **Banner ad on EasternSurf.com starting approx 3/17/10**
140,000 monthly banner impressions expected
Will also include printed & audio mention of Expo online 2 and 4 weeks prior to Expo
- **Banner ads on Surfline.com cameras from Jacksonville to South Beach; starting approx 4/1/10**
Will be seen on top 10-12 cameras throughout Florida East Coast
120,000-170,000 monthly banner impressions expected—coverage 4/1 through 4/18
Will also include printed mention of Expo online 2 and 4 weeks prior to Expo
- **Possible banner ads on SurfGuru.com cameras from New Smyrna to Sebastian Inlet; approx 4/1/10**
Will be seen on 12 cameras
140,000 monthly banner impressions expected
Will also include printed & audio mention of Expo online 2 and 4 weeks prior to Expo
- **Cross-promotion of Expo with East Coast Surfing Hall of Fame, Cocoa Beach Surf Museum, BrevardNightlife.com, & Cocoa Beach Pier; additional promotional options with Sea of Dreams, Legacy Sports & Life, Easter Surf Festival, National Kidney Foundation, Keep Brevard Beautiful, Space Coast Tourism and Boardsports Management/Mitch Varnes surf events**
- **Magazine editorial on Expo expected in Spring Board Forum issue of Eastern Surf Magazine, The Beachside Resident and other publications**
- **Upgraded Expo website, www.boardsandwaves.com, with 2 YouTube videos**
- **New Facebook page for 2010 Boards & Waves Expo—currently with over 3850 “friends”**
- **New LinkedIn page for 2010 Boards & Waves Expo**
- **Boards & Waves Expo, as a member, is promoted on Cocoa Beach Chamber of Commerce website**
- **Boards & Waves Expo, as a member, is promoted on Cocoa Beach CVB website**
- **Expo information posted on 100+ surf/action sports industry blogs & forums; updated regularly**

2008 Boards & Waves Expo market demographics

- **1300+ attendees—diverse mix of surf/action sports attendees from 6-60 years old, lots of families**
60% of attendees came from Volusia County, 20+% came from Brevard, Seminole, & Orange counties
- **Expo promoted in Eastern Surf Magazine (print & web), Surfline (web), SurfGuru (web), WDNB & WVYB radio, via all Florida Surfrider Foundation chapters & members, direct email to action sports retailers from Jacksonville to Palm Beach, various Daytona Beach Convention & Visitors Bureau resources/links, Expo website (www.boardsandwaves.com) and more**
- **Media coverage included Eastern Surf Magazine, Channel 13, Daytona Beach News-Journal, The Beachside Resident, WDNB & WVYB radio, various industry websites & blogs, 2 videos on YouTube, and more**