Sea Ray®

BOAT SHOW RESOURCE GUIDE

January 2026



BOAT SHOW SEASON: HOW TO MAKE A SPLASH

This guide was designed to help you maximize your boat show presence, connect with the customer–both at the show and afterward on your sales floor–and give you the support that can help you sell more boats.

You'll find best practices for engaging prospective customers, promoting your event effectively, following key marketing timelines and milestones, optimizing your display, leveraging incentives, and executing high-impact email marketing before and after the show.



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BRAND IDENTITY

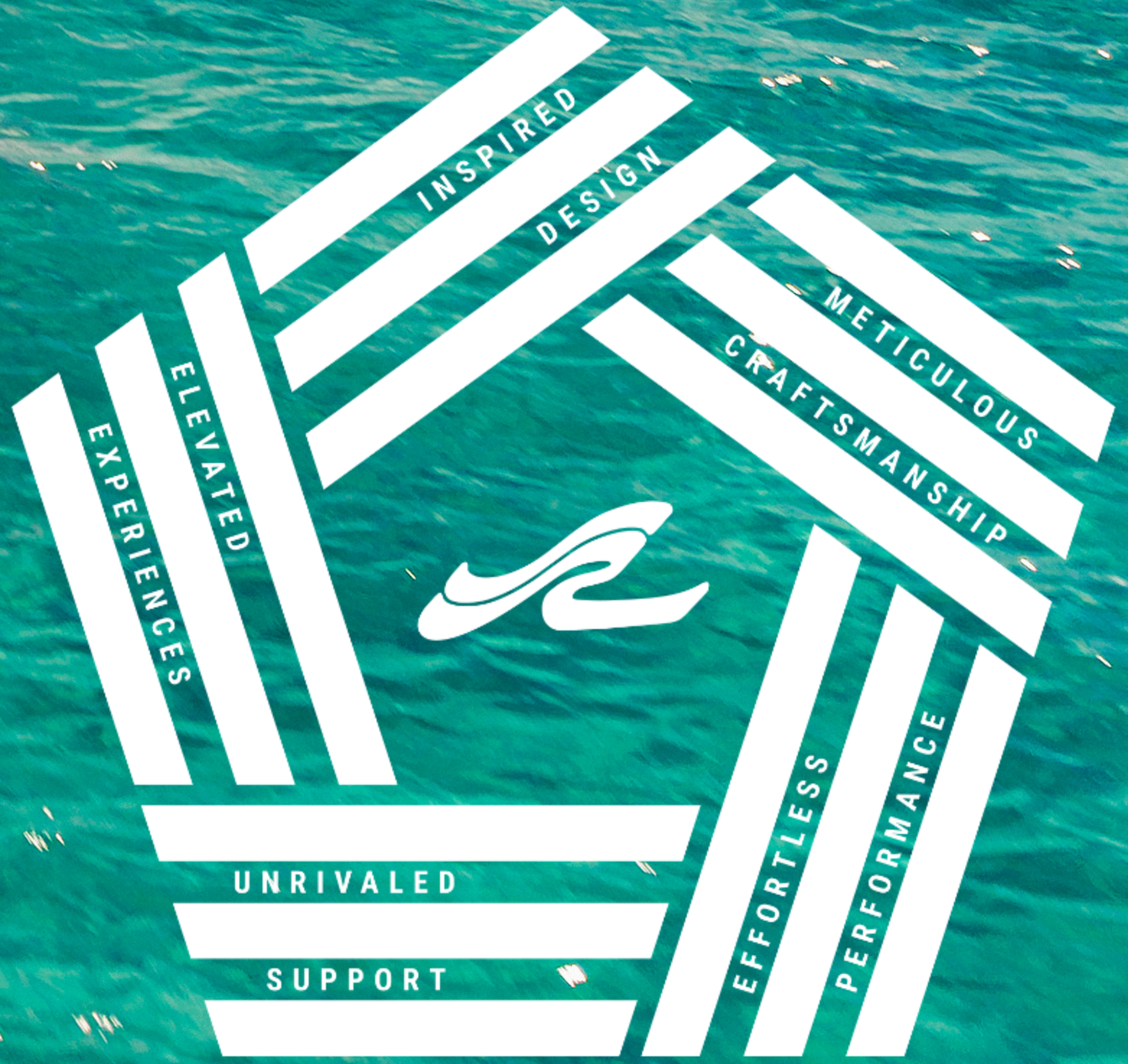
OUR BRAND PROMISE

At Sea Ray, we believe that richer moments on the water lead to a richer life. That's why everything we do is designed to make each moment exceptional.

OUR BRAND PILLARS

We have a strong ideology made up of five Brand Pillars that guide everything we do. Every Sea Ray boat and every Sea Ray experience must abide by these principles. It's how we measure our value and judge our success.

SCAN OR CLICK HERE TO VIEW FULL BRAND GUIDELINES



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PRE-SHOW MARKETING CHECKLISTS

Key marketing activations and recommended timelines



90-DAY MARKETING CHECKLIST

- [x] **ALIGN ON KEY THEMES**
  Decide which key themes you would like to message before and throughout the event. Think about incentives and promotions, new products, important milestones, etc.

- [x] **DEVELOP BOOTH LAYOUT AND BOAT DISPLAY PLAN**
  Plan the layout of your event space, mapping out where each boat will go first. From there, you can outline where branded and product-related signage could go.

- [x] **ORDER SIGNAGE AND POP**
  Order signage and POP that supports the key themes, the brands you carry, and your dealership.

- [x] **ADD EVENT TO YOUR WEBSITE**
  Add the boat show/event to your website Event landing page and homepage.

- [x] **CREATE A FACEBOOK EVENT PAGE**
  Create an “Event” page on Facebook to drive awareness and RSVPs. Be sure to fill in all key event details.

- [x] **ENSURE DEALERSHIP IS REPRESENTED ON BOAT SHOW EVENT WEBSITE**

SCAN OR CLICK HERE TO VIEW PRINTABLE PDF CHECKLIST



60-DAY MARKETING CHECKLIST

ANNOUNCE THE EVENT IN A SOCIAL MEDIA POST
Announce the event on social media 60 days ahead with high-level event information like date, time, and location. Post again 45 days out, including more details like models on display.

ANNOUNCE THE EVENT VIA EMAIL OR E-NEWSLETTER
Send an email announcing the event to leads 45 days ahead. (See “Email Guide” QR code on slide 19.)

ORDER GIVEAWAY ITEMS AND TEAM APPAREL
To ensure timely delivery, aim to order raffle items, giveaways, and employee apparel 60 days ahead of the event.

ENGAGE YOUR CHAMBER OF COMMERCE OR OTHER LOCAL ORGANIZATIONS
Many Chamber of Commerce organizations will promote your event for free via their website and email blasts. Let them know you’re hosting/participating in an event and leverage their network to expand awareness.

PAID MEDIA SUPPORT
Consider “boosting” your Facebook Event page or setting up a paid social media ad driving to your website Event landing page. (See “Paid Social 101” guide linked on slide 12 for setup instructions.)



30-DAY MARKETING CHECKLIST

SEND EMAIL INVITATION TO LEADS

Send email blasts to leads, personally inviting them to visit the event. Include key event details like date, time, sales incentives, and models on display. Send an email invitation 30 days out and a reminder email 15 days out.

POST ABOUT THE EVENT WEEKLY

Promote the event on social media weekly, sharing key event details like date, time, sales and models on display. Do not mention specific sales incentives until closer to.

CALL HOT LEADS AND PERSONALLY INVITE

15 days ahead of the event, personally call and invite hot leads to attend, scheduling a time in advance whenever possible.

ENSURE LEAD CAPTURE SYSTEMS ARE IN PLACE AND WORKING PROPERLY

Test all lead forms and key CRM capabilities, ensuring that everything is working properly. Send a few “test” leads through your lead flow system for the event. Create a specific tag or source for your boat show/event and consistently select that tag/source on every lead generated at the event.

SCAN OR CLICK HERE TO VIEW PRINTABLE PDF CHECKLIST



7-DAY MARKETING CHECKLIST

SEND WEEK-OF EMAIL TO LEADS
Incentivize leads to attend the event by sending a fourth email 7 days out from the event, focusing on sales promotions.

INCREASE SOCIAL POSTING CADENCE
Increase frequency of posting on your social media pages and stories.

COMMUNICATE STAFF AND LOGISTICS SCHEDULE
Set expectations with all event staff on daily schedules, logistics for boat staging and display setup, morning sales meetings, etc.

CONSIDER BRAND, PRODUCT, AND PROMOTION REFRESHER TRAINING
Ensure that sales team members are up-to-date on current promotions and sales incentives, and have sufficient product and brand knowledge to close the deal.

ENSURE TEAM HAS YAPP APP DOWNLOADED
Sales team should be comfortable using Yapp, understanding where to find all key information. Visit my.yapp.us/searay2025 for download instructions.

CALL AND CONFIRM LEADS SCHEDULED TO VISIT THE EVENT
Call leads that have committed to attending the event and confirm. Lock in a set time for them to visit when possible. Build excitement and drive urgency for them to attend the event.



DAY-OF MARKETING CHECKLIST

- [x] **SOCIAL POST LIVE FROM THE EVENT**
  Post about the event on social media pages and stories the morning of.
- [x] **SEND DAY-OF EMAIL TO LEADS**
  Send an email reminder a few hours before the event begins, reinforcing event details and building urgency.
- [x] **CONDUCT FINAL WALK-THROUGH OF BOOTH/EVENT SPACE**
  Ensure signage and POP is in place, boats are properly staged and aligned to display plan, any trash is picked up, etc.
- [x] **TAKE REFERENCE PHOTOS FOR FUTURE EVENTS**
  Photograph the booth display/event space to reference in future years.
- [x] **TEST LEAD CAPTURE SYSTEMS**
  Ensure customer records are flowing into your CRM properly. Remember to mark all event leads with the proper tag/source.

SCAN OR CLICK HERE TO VIEW PRINTABLE PDF CHECKLIST



PRE-SHOW ADVERTISING

Getting your event in front of the right people at the right time in the right place to drive foot traffic



PROMOTING YOUR EVENT

Channel	Why	How
Organic Social Media	Leverage your existing social audience to increase visibility, authority, engagement, and in-person connections—all organically, without ad spend.	SCAN OR CLICK HERE FOR ORGANIC SOCIAL MEDIA 101 GUIDE
Paid Social Media	One of the highest-ROI marketing channels for marine events and boat shows, amplifying your reach, driving targeted traffic, and generating measurable leads.	SCAN OR CLICK HERE FOR PAID SOCIAL MEDIA 101 GUIDE
Email	One of the most effective ways to drive attendance, conversions, and engagement because it reaches the most qualified audience with the strongest intent, at no cost.	SCAN OR CLICK HERE FOR BOAT SHOW EMAIL GUIDE
Your Website	Your dealership website reaches high-intent visitors, boosts credibility, supports lead capture, strengthens SEO, and becomes the central hub for all your marketing efforts.	Feature upcoming events on a dedicated event landing page and on your homepage

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EVENT INCENTIVES

Relevant sales promotions to help you close the deal



SHOW INCENTIVES

Time-bound incentives are a great way to build urgency and close a deal at a show. Because buyers attending boat shows are already in a “shopping mindset,” well-crafted incentives can significantly accelerate decisions and increase conversions.

Dealers participating in Q1 2026 sales events will be eligible for Sea Ray promotions. **Links below will be available on 1/2/26.**

SCAN OR CLICK HERE TO VIEW Q1 2026 SALES PROGRAM DETAILS

SCAN OR CLICK HERE TO VIEW Q1 2026 PROMOTION MARKETING ASSETS



SIGNAGE & DISPLAY

Signage and display setup influences how many people you attract, how long they stay, and how they perceive your dealership



SIGNAGE & POP

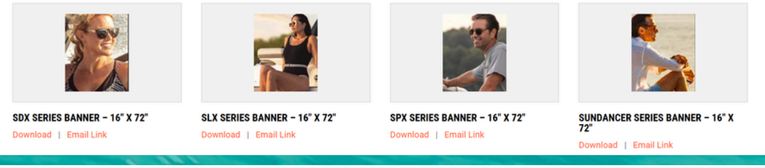
Represent Sea Ray throughout your booth with branded signage, including series banners, posters, stickers, and signs.

Assets available for download can be found at marketing.searay.com/tag/showroom/

SCAN OR CLICK HERE TO BROWSE BRAND ASSETS AVAILABLE FOR DOWNLOAD

SCAN OR CLICK HERE TO SUGGEST SIGNAGE YOU WOULD LIKE US TO ADD

SERIES BANNERS/STANDEES



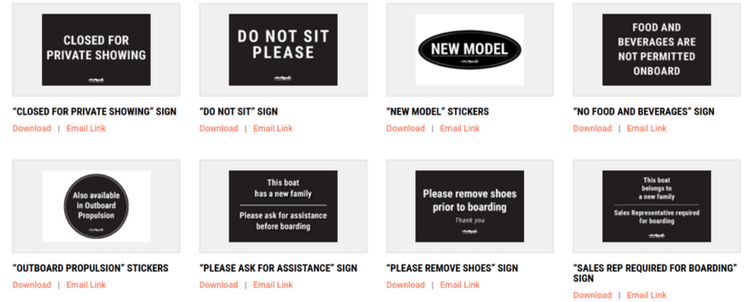
SDX SERIES BANNER – 16" X 72"
Download | Email Link

SLX SERIES BANNER – 16" X 72"
Download | Email Link

SPX SERIES BANNER – 16" X 72"
Download | Email Link

SUNDANCER SERIES BANNER – 16" X 72"
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STICKERS & SIGNS



"CLOSED FOR PRIVATE SHOWING" SIGN
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"DO NOT SIT" SIGN
Download | Email Link

"NEW MODEL" STICKERS
Download | Email Link

"NO FOOD AND BEVERAGES" SIGN
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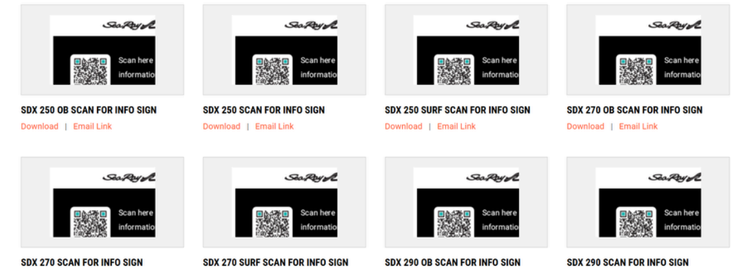
"OUTBOARD PROPULSION" STICKERS
Download | Email Link

"PLEASE ASK FOR ASSISTANCE" SIGN
Download | Email Link

"PLEASE REMOVE SHOES" SIGN
Download | Email Link

"SALES REP REQUIRED FOR BOARDING" SIGN
Download | Email Link

SCAN FOR INFO SIGNS



SDX 250 OB SCAN FOR INFO SIGN
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SDX 250 SCAN FOR INFO SIGN
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SDX 250 SURF SCAN FOR INFO SIGN
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SDX 270 OB SCAN FOR INFO SIGN
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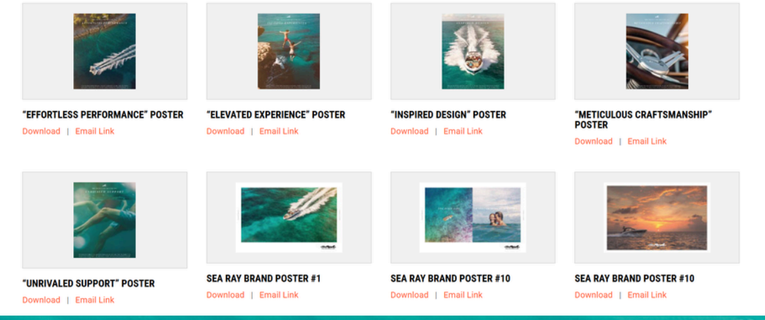
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BRAND POSTERS



"EFFORTLESS PERFORMANCE" POSTER
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"ELEVATED EXPERIENCE" POSTER
Download | Email Link

"INSPIRED DESIGN" POSTER
Download | Email Link

"METICULOUS CRAFTSMANSHIP" POSTER
Download | Email Link

"UNRIVALED SUPPORT" POSTER
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SEA RAY BRAND POSTER #1
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SEA RAY BRAND POSTER #10
Download | Email Link

SEA RAY BRAND POSTER #10
Download | Email Link

DISPLAY BEST PRACTICES

- As a premium brand with strong consumer awareness, Sea Ray should be positioned prominently at the front of your display
- Keep Sea Ray models grouped together and organized logically, ideally by family or size, for the best presentation
- Represent Sea Ray branding prominently in the display. Consider signs, banners, flags, etc.
- Ensure that the listing on the boat show website indicates the Sea Ray brand in your display
- Demonstrate how boats look in-motion with video on well-displayed screens. Access Sea Ray videos on marketing.searay.com
- Ensure that individuals visiting your display have clear and safe walk-ways
- Ensure that the ability to board boats is safe and sturdy
- Assign a designated greeter to welcome guests into your booth/event
- Ensure that there are clearly marked areas for guests to remove, place, and put their shoes back on (sometimes seating and/or bins are required for this)
- Ensure that trash receptacles are placed throughout the display (this will keep visitors from leaving discarded items on boats)
- Consider roping off areas that you want to limit access to
- Add plants to dress up the display area
- Place boarding mats in front of every boat on display, ideally featuring the Sea Ray logo
- Staging materials can help customers envision their lifestyle on board, and are particularly impactful in the cabins or head
- Have a designated laptop or tablet on site that consumers can use to build a boat at the event
- Consider offering an incentivizing raffle giveaway to collect attendee's information to nurture over time

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PRE-EVENT AND POST-EVENT EMAIL NURTURE

Consistent communications to drive event attendance and sales over time



PRE-EVENT AND POST-EVENT EMAIL NURTURE SERIES

Pre-event and post-event email marketing turns a single boat show into a full-funnel experience by building anticipation beforehand and converting on-site excitement into lasting engagement and action afterward.

45 days before event	30 days before event	15 days before event	7 days before event	Day-of event
Email 1: Awareness & early interest	Email 2: Build value & anticipation	Email 3: Capture commitment	Email 4: Remove friction & prompt action	Email 5: Immediate attendance

1 day after event	3 days after event	7 days after event	14 days after event	30 days after event
Email 1: Appreciation	Email 2: Reinforce value & re-engagement	Email 3: Move interest toward action	Email 4: Provide value & reduce friction	Email 5: Retention & future engagement

SCAN OR CLICK HERE TO VIEW COMPREHENSIVE EMAIL NURTURE GUIDE WITH TEMPLATES

RESOURCES

Key marketing resources for dealers to plan & execute more effective sales events



LINKED INTERNAL RESOURCES

SCAN OR CLICK HERE TO VIEW FULL BRAND GUIDELINES

SCAN OR CLICK HERE TO VIEW PRINTABLE PDF MARKETING CHECKLISTS

SCAN OR CLICK HERE TO BROWSE BRAND ASSETS AVAILABLE FOR DOWNLOAD

SCAN OR CLICK HERE TO VIEW ORGANIC SOCIAL MEDIA 101 GUIDE

SCAN OR CLICK HERE TO VIEW PAID SOCIAL MEDIA 101 GUIDE

SCAN OR CLICK HERE TO VIEW BOAT SHOW EMAIL NURTURE GUIDE

RESOURCES CONTINUED

SCAN OR CLICK HERE TO VIEW MRAA POP-UP BOAT SHOW CHECKLIST

SCAN OR CLICK HERE TO VIEW MRAA'S VERIFY YOUR LEAD PATHS EXERCISE

SCAN OR CLICK HERE FOR MRAA'S DIGITAL MARKETING GLOSSARY FOR BOAT DEALERS

SCAN OR CLICK HERE TO VIEW YAPP APP DOWNLOAD INSTRUCTIONS

SCAN OR CLICK HERE TO VIEW SEA RAY MARKETING PORTAL

SCAN OR CLICK HERE TO VIEW SEA RAY IMAGE GALLERY

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SCAN OR CLICK HERE TO TELL US HOW WE CAN MAKE THIS GUIDE BETTER

