

Membership Benefits



Sail America

Promoting the Health and Growth of Sailing

July 1, 2016- June 30, 2017



Promoting the Health and Growth of Sailing



Connecting Consumers & Members

First and foremost, Sail America's goal is to connect its membership with consumers. Here are some examples of how Sail America connects you with more customers to help you build a more profitable business.

Sail America Consumer List: Sail America has developed and maintains a highly accurate database of over 15,000 consumers interested in sailing and the sailing lifestyle. Members can use these lists for mailings, sales campaigns, and more.

Discover Sailing: The Discover Sailing Pavilion is a consumer-facing program that uses members products to educate and engage consumers. This is a great opportunity for Sail America members to highlight their equipment, a new boat, or new gear and electronic devices.

Social Media: Social media drives booth traffic, creates awareness and engagement, and introduces your brand to a wide audience. Sail America members are invited to communicate through its social campaigns. Join the conversation!

Facebook: [Sail America](#). Twitter: [@SailAmerica](#)

Pacific Sail & Power Boat Show: The Pacific Sail & Power Boat Show (*formerly, Strictly Sail Pacific*) is the sailing industry's oldest and largest sail-only trade show and networking opportunity on the West Coast. Sail America continues to attract high-quality boat show attendees—with many industry exhibitors citing 2016 as providing the best show sales and qualified leads since the Great Recession. This is a show not to miss! Our attendees are the boaters and future boaters you want to meet:

- 72 percent are between 35–64 years old
- 64 percent own a boat / 23 percent plan on buying a boat within a year
- 86 percent have a household income of \$75,000 or more
- 76 percent traveled less than 100 miles to attend the show / over 5 percent flew in to attend the show
- 30 percent were first-time attendees

Best in Show Awards: The Best in Show Awards recognize marketing excellence when exhibitors present their products and services at The Pacific Sail & Power Boat Show and the Annapolis Boat Shows. The competition improves booth quality and overall show appearance, helping to increase attendance at the shows.

St. Petersburg Power & Sailboat Show: Sail America partners with Show Management to bring the most significant sailing industry opportunity to St. Petersburg with the largest Sail America Pavilion and Discover Sailing Pavilion on the West Coast of Florida.

Seminar Series: The Sail America Seminar Series is the best opportunity to get in front of a large audience and promote your knowledge and expertise while creating broad awareness and brand recognition for you and your business. This series attracts consumers for its rich content and timely firsthand information that both educates sailors and fuels their dreams of one day sailing beyond their current experience levels.

Grow Boating: Sail America works to promote the industry's Grow Boating initiatives to drive industry awareness, industry support, and consumer participation in sailing.



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Information, Education & Networking

Sail America's second goal is to contribute to the growth and success of member businesses with up-to-date and timely information along with educational events and networking opportunities. Sail America connects you to more industry resources and information to help your business grow and succeed.

Sail America Industry Conference (SAIC): The Sail America Industry Conference is *the* place for sailing industry professionals to interact with other industry and non-industry leaders and business professionals and learn about up-to-date best practices, hear about new topics and trends, and receive industry updates.

Member Meetings: These industry meetings provide an opportunity for sailing industry professionals to network with colleagues, share industry updates, and hear from leading business experts in the field.

State of the Sailing Industry Report: Be one of the first to hear the *Cruising World* and *Sailing World* State of the Sailing Industry Report, provided annually at the Miami International Boat Show, and receive a complimentary copy immediately following the breakfast.

Waypoints: Sail America creates a quarterly compilation of interviews with industry experts including their insights into the sailing industry, with tips and insider tricks that could help your business.

Monthly Newsletter: All members receive a monthly update on changes, happenings, and opportunities in the industry that help you succeed in business.

Discounted Business Services: Sail America's members can enroll in programs with Staples, Super Shuttle, Pre-Flight, and many more to help improve business delivery and create significant savings.

Online Networking: Sail America has a very active online group to share and receive vital information, news, and updates from Sail America and others in your industry. Join the LinkedIn Group 'Sail America,' Facebook: [Sail America](#). Twitter: [@SailAmerica](#) and be part of the conversation!

Face and Voice of the Sailing Industry

Sail America's third goal is to represent the sailing segment of the boating industry. Sail America speaks for the entire sailing industry and plays an important role in helping members influence important issues that affect the future direction of the industry.

Sailing Awareness: Sail America promotes awareness and participation in sailing by engaging the media with important industry news and updates, supporting events such as Summer Sailstice, and partnering with organizations like Sailors for the Sea.

Representing the Sailing industry: Sail America serves as the voice of the sailing industry by representing the membership in key decisions and at important events, including American Boating Congress, Recreational Boating and Leadership Council, and the National Marine Trades Council.

Board of Directors: Sail America is led by a dynamic board of directors composed of CEOs and other senior-level industry leaders representing all facets of the U.S. sailing industry. This diverse group of high-caliber leaders understands the industry's most pressing business and challenges, enabling them to actively set Sail America's strategic and operational direction.

Boating Industry: Sail America represents the sailing industry by making key connections with other industry associations, organizations, and agencies on topics that involve its membership. These groups include the National Marine Trades Council, National Marine Manufacturers Association, Grow Boating, Yacht Brokers Association of America, and Marine Retailers Association of America.

Healthy Industry: Sail America looks beyond sailing to work with its industry partners to ensure the good health of the recreational boating industry. The association's collaborative approach builds bridges between different industry segments and contributes to important industry-wide conversations, such as reducing the Renewable Fuel Standard and passing the Corporate Tax Law Reform.

Sailing Industry Events

- ▶ **Newport International Boat Show- Newport, RI / September 15-18, 2016**
- ▶ **United States Sailboat Show- Annapolis, MD / October 6-10, 2016**
- ▶ **Sail America Industry Meeting- Annapolis, MD / October 7, 2016**
- ▶ **St. Petersburg Power & Sailboat Show- St. Petersburg, FL / December 1-4, 2016**
- ▶ **Chicago Boat, RV & Strictly Sail Show- Chicago, IL / January 11-15, 2017**
- ▶ **Strictly Sail Miami- Seattle, WA / January 27 - February 4, 2017**
- ▶ **Strictly Sail Miami- Miami, FL / February 16-20, 2017**
- ▶ **Pacific Sail & Power Boat Show- Richmond, CA / April 6-9, 2017**
- ▶ **Sail America Member Meeting Breakfast- Richmond, CA / April 7, 2017**

Discover Sailing Events

Discover Sailing is an opportunity to introduce new and existing boaters to sailing, new boats, new equipment and is a great way to get out on the water and experience the joy of sailing!

- ▶ **Seattle Boats Afloat Show- Seattle, WA / September 14-18, 2016**
- ▶ **Newport International Boat Show- Newport, RI / September 15-18, 2016**
- ▶ **St. Petersburg Power & Sailboat Show- St. Petersburg, FL / December 1-4, 2016**
- ▶ **Pacific Sail & Power Boat Show- Richmond, CA / April 6-9, 2017**

For more information on these events or Sail America, visit our website: www.SailAmerica.com.



Sail America

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Sail America Consumer List

Sail America has developed and maintains a highly accurate database of over 15,000 consumers interested in sailing and the sailing lifestyle. Members can use these lists for mailings, sales campaigns, and more!

- The list is only available to Corporate Members of Sail America in good standing.
- The requesting Sail America member may only use the list for a ONE-TIME USE ONLY.
- The list will be assigned on a first come, first serve basis. However, preference will be given to first-time users of the list.
- To prevent over solicitation, the list will not be used more frequently than once every two weeks.
- The content of any emails sent to names on the list must be exclusively sailing-oriented and not contain solicitations or advertisements from any other organization.

Questions regarding usage of the email list should be directed to **Stephanie Grove** at sgrove@sailamerica.com or 401-289-2540.

Discover Sailing

Discover Sailing is a consumer-facing program that encourages boat show attendees to experience sailing first-hand at events. While engaging with members' products, Discover Sailing will:

- Introduce to existing sailors to new forms of sailing including sport boats, modern day sailors, multi-hulls and pocket cruisers
- Introduce new sailors to the sailing lifestyle
- Improve existing sailors sailing skill levels through hands-on training and open up new opportunities for sailing. Also, this experience will expand choices for boat, gear, and equipment purchasing.

To learn more about this member benefit please contact **Gary Edelman** at discoversailing@sailamerica.com or 414-704-5929.



Sail America's Industry Conference

Sail America's Industry Conference is *the* place for Sailing Industry professionals. The day and a half event features educational seminars, workshops, and networking events. It has hosted more than 150 attendees in the past and continues to grow. The conference will feature a regatta, a day and a half of educational sessions, and an industry dinner with raffles.





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Sail America Member Referral Plan

As a valued member of Sail America, you can play an active role in helping your industry trade association grow its membership by referring other companies in your network who would benefit from Sail America membership. By referring new member companies, marine representatives, sailing schools, riggers and manufacturers, you're contributing to the vitality of the industry, and the continued success of Sail America. With every new member, we become a stronger representation of the industry, and our collective voices get louder!

If a new member joins Sail America because of your referral we would like to offer you the following benefits to say thank you:

- 1) Acknowledgment at the **Industry Meeting** in Annapolis, MD, October 2016, the **Seattle Boat Show** in Seattle, WA, January 2017, and at **The Pacific Sail & Power Boat Show** in Richmond, CA, April 2017.
- 2) Four (4) complimentary tickets to **The Pacific Sail & Power Boat Show** in Richmond, CA, April 2017.
- 3) Recognition on **Sail America's website!**

New members receive a quarter page ad in Sail America's *Professional Sailing* Resource Guide!

For more information, please contact **Stephanie Grove**, Sail America's Membership Coordinator at [401-289-2540](tel:401-289-2540) or sgrove@sailamerica.com.

Thank you for your continued support.

The Sail America Team



Sail America

Thank You for Renewing Your Membership with Sail America

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Discover Sailing
The Ultimate Adventure™

