

WILSON MARINE

Selling Fun for More Than 70 Years! Life is Short...Boats are Cool!

clear
ad group

Manufacture Boat Show Advertising



Ultimate Fishing
Show - Detroit
January 8-11, 2026



February 12-15, 2026
Suburban Collection Showplace • Novi
NEW LOCATION FOR 2026!



March 12-15, 2026
Suburban Collection Showplace • Novi
46100 Grand River Avenue
Novi, MI 48374

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2026 Boat Show Schedule

Event calendar

Open house schedule tentative	Location	Subject to change
Ultimate Fishing Show	Novi	Jan 8 th – Jan 11 th
Detroit Boat Show pre-party	Wilson Marine Harrison Twp	Jan 18 th
Michigan's watercraft expo big tent sale	Wilson Marine Wixom	Feb 6 th - Feb 15 th
Detroit Boat Show	Novi	Feb 12 th - Feb 15 th
Novi Boat Show	Novi	Mar 12 th - Mar 15 th
Last Chance Sale	5 locations	Mar 27 th - Mar 29 th

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- 2026 is Wilson Marine's 77th Anniversary!
 - We are looking forward to a great year
- We are planning a strong marketing and advertising presence throughout the year which will kick off with 3 off site Q1 boat shows as well as multiple in house events at various locations!
- We have put together plans for manufactures and brands to partner within our campaigns to increase awareness and move product during this important part of the sales year.
- Partnering with Wilson Marine campaigns will increase visibility and interest in your brand!

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- *All your ads will be EXCLUSIVE to your brand*
- Your ads will run on the same platforms and target audience that we use every month!
 - Ad packages will include Google Search Ads, Display Ads and YouTube video ads
- We know how to target and get the ads to the right target audience!
- All ads are delivered only to prospect who fall into very specific targets
- You will have 24/7 access via an online dashboard to see your ad performance!

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Google Search



Appearing at the top of a prospective customers Google search is the easiest way to connect with this hot prospect! Google Ad words, now called Google Ads is how we can help you achieve this.

Google Display Network



The Google Display Network is a way for you to deliver programmatic advertising via re-targeting (people who have been to your website in the past). These ads can also be delivered via target audience segments using known data about the prospects.

Video Pre – Roll, In Stream



Reach potential customers where they're watching. Turn viewers into customers, on any budget. YouTube Ads uses Google data to match your message to the right people at the right moment.

2X Viewers say they're 2x more likely to buy something they saw on YouTube.

70% Over 70% of viewers say that YouTube makes them more aware of new brands.

4X Viewers are 4x more likely to use YouTube versus other platforms to find information about a brand, product, or service.

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Manufacture Boat Show Advertising Sample Ads



Google Search

Google Display Network

YouTube Video Pre – Roll, In Stream

CLICK LINKS TO VIEW

[Harris & Mercury](#)

[Bennington & Yamaha](#)

[2023 Detroit Boat Show](#)

[2023 Novi Boat Show](#)



wilsonboats.com
www.wilsonboats.com/
[Detroit Boat Show - YOUR BRAND HERE](#)
Come visit Wilson Marine at the Boat Show. RSVP now and claim your spot this weekend. The first 50 to RSVP on our website will receive a free gift bag at check in! Highlights: Chat Support Available, We Operate In Multiple Locations, Events Available. View Brands. Financing Available.
[About Us](#) · [Browse Specials](#) · [Service Quote Request](#)

Sponsored
Wilsonboats.com
www.wilsonboats.com/
[Life Is Short Boats Are Cool - Detroit Boat Show RSVP Now](#)
We are rolling out the red carpet for the world premiere of the 2024 Harris pontoon line! The first 50 to RSVP on our website will receive a free gift bag at check in! Highlights: Chat Support Available, We Operate In Multiple Locations, Events Available. Financing...
[About Us](#) [Services](#)

Sponsored
Wilsonboats.com
www.wilsonboats.com/
[YOUR BRAND HERE - RSVP To Detroit The Boat Show](#)
The first 50 to RSVP on our website will receive a free gift bag at check in! Come visit Wilson Marine at the Boat Show. RSVP now and claim your spot this weekend. Highlights: Chat Support Available, We Operate In Multiple Locations, Events Available...
[About Us](#) [Browse Specials](#) [Clearance Sale](#)

Sponsored
Wilsonboats.com
www.wilsonboats.com/
[Detroit Boat Show - Find The Best Deals Now](#)
The first 50 to RSVP on our website will receive a free gift bag at check in! Detroit Boat Show this weekend. Highlights: Chat Support Available, We Operate In Multiple Locations, Events Available. Financing Available.
[Services](#) [View Promotions](#) [Accessories](#)

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Base Target Audience Criteria

6 selected

- Boats
- Boats for Sale
- Pontoon Boats and Accessories
- In-market
- Autos & Vehicles > Vehicles (Other)
Boats & Watercraft
- Custom
- Boat Shows

Ad group: Boat Show Search > Generic

Gender	Age	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54	<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64	<input type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+	<input type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> Unknown ?

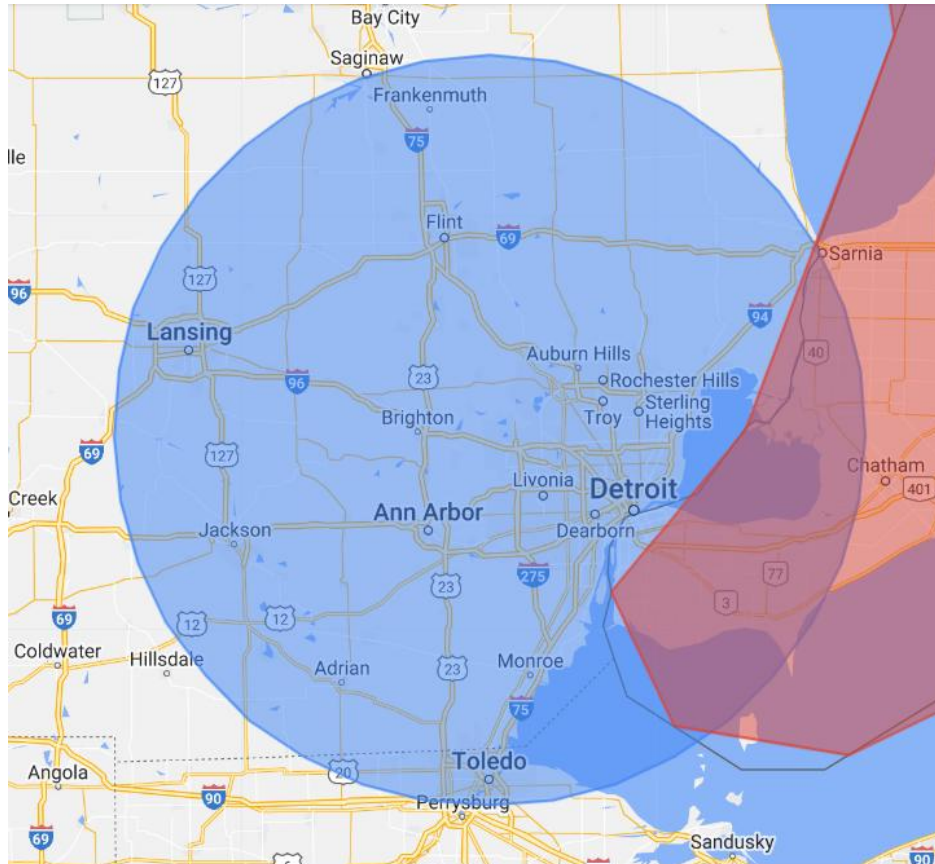
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Geographic Target Area



Targeted location

65.0 mi around Wixom, MI

Total: Locations ?

✓ Total: Campaign ?

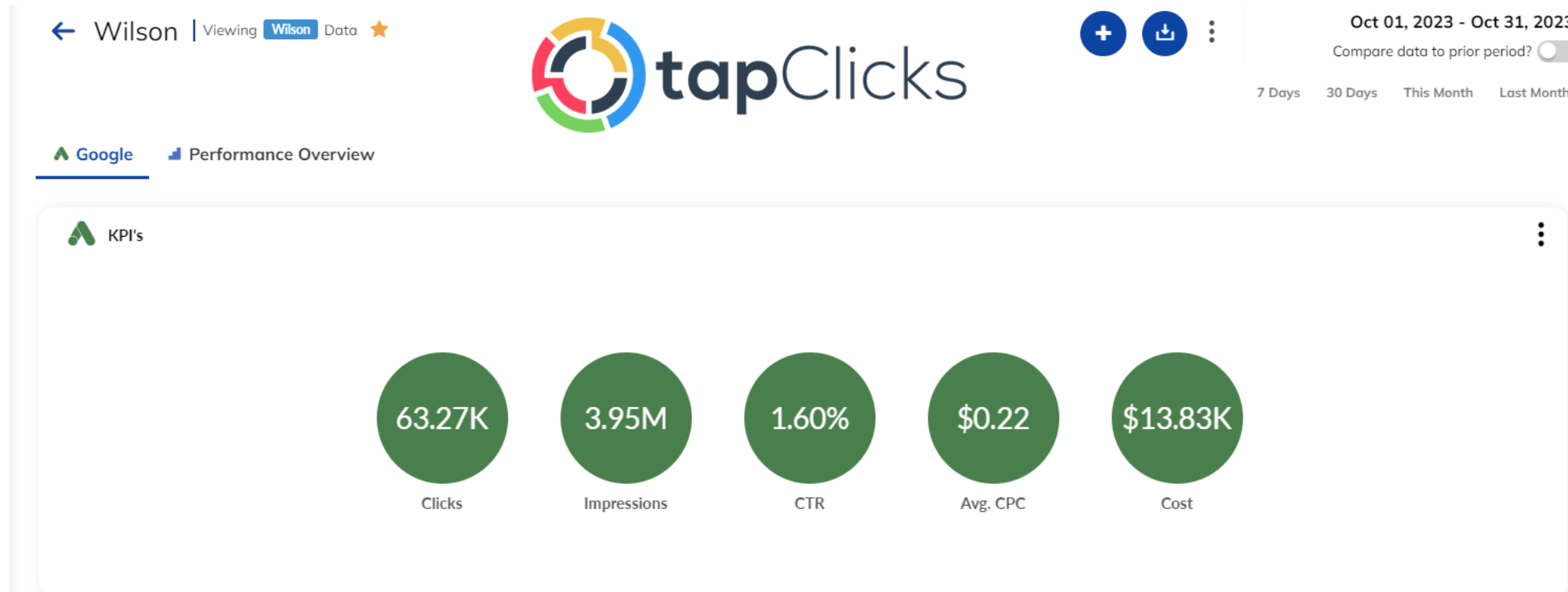
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- All your ad campaigns are shown in real time, 24/7 viewability to see that your ads are being delivered and getting results!
 - Below is a sample dashboard



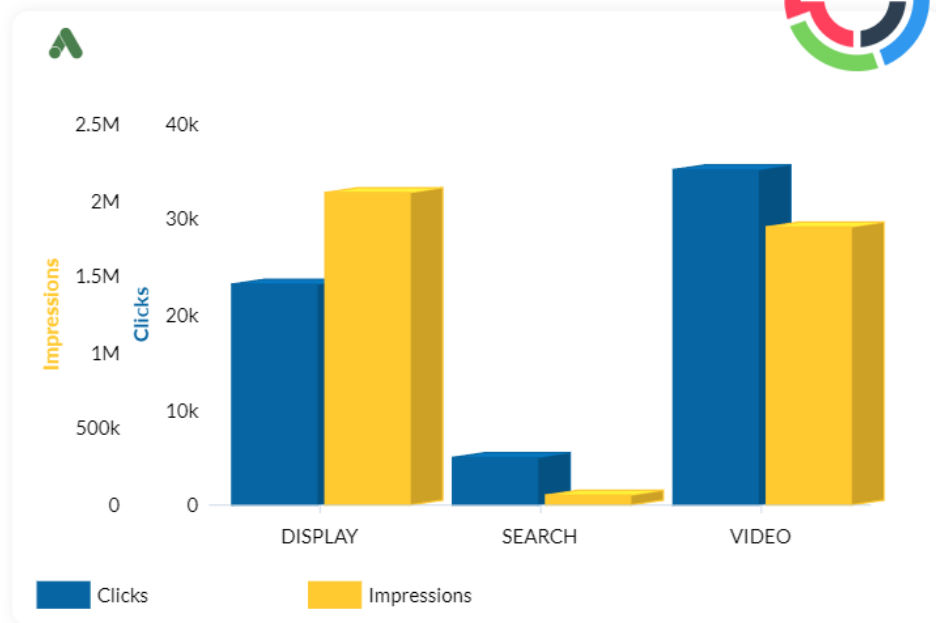
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 - Below is a sample dashboard



A screenshot of the tapClicks dashboard showing a table of campaigns. The table has columns for Campaign Name, Clicks, Impressions, and CTR. The data is as follows:

Campaign Name	Clicks	Impressions	CTR
Boat Show Retargeting	23,224	2,053,931	1.13%
Boat Show Search	2,464	31,699	7.77%
Generic Search	2,473	34,797	7.11%
Video Conversions - Boat Show Youtube	35,111	1,826,883	1.92%

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Manufacture Boat Show Advertising 2026 Ad Support Options



Plan A		
Ad Type	Impressions	Clicks
DISPLAY ADS	500,000	4,000
SEARCH ADS	5,000	800
YOUTUBE VIDEO ADS	150,000	5,100
Investment	\$5,000	

Plan B		
Ad Type	Impressions	Clicks
DISPLAY ADS	1,000,000	8,000
SEARCH ADS	10,000	1,600
YOUTUBE VIDEO ADS	300,000	10,200
Investment	\$10,000	

Plan C		
Ad Type	Impressions	Clicks
DISPLAY ADS	2,500,000	18,000
SEARCH ADS	25,000	4,000
YOUTUBE VIDEO ADS	750,000	25,500
Investment	\$22,500	

- Each package is per show
- Each package will run 7-10 days prior to the show start date through 2nd to last day of each show
- Impressions and website are approximate based on averages from other Wilson Marine ad campaigns