

# Atlantic City & Suffern Shows See Strong Sales and Solid Attendance Despite Nor'easter

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[The Progressive® Insurance Atlantic City Boat Show](#) ended its five-day run on Sunday, March 4 at the Atlantic City Convention Center with a total of 38,603 attendees, up one percent from 2017 despite the Nor'easter storm hitting on Friday. The Show is also up another 3 percent from the Show's three-year average. Exhibitors reported strong sales and quality attendees, with many exhibitors expressing it was their best Show yet in Atlantic City.

Highlights this year include the first official NJ Boating Career Day that hosted around 40 students with Mayor Frank Gilliam, Atlantic City's new Mayor giving opening remarks, the Touch-a-Boat Tour for kids offering more than 10 boat stops to 1,150 kids who participated in the program, Super Thursday offering deeper discounts for one-day only and \$5 off tickets after 5 p.m. and giveaways from Meet AC, the Captain Table's Gala supporting local charity "Let us Eat, Please," raised money to help nonprofits deliver meals to kids in need, plus Progressive® Boat Club's new virtual reality boat race game, docking pool and boating seminars attracted attendees of all ages.

What's more is convention center and tourism partner, [Meet AC](#) estimated the local economic impact of the Progressive Insurance Atlantic City Boat Show was more than \$5.2 million to the area.

Don't miss the video below used to promote the Show on social media and other channels. Plus, the Show made waves with local media and highlights include [CBS-TV](#), [PHL- 17](#), and the [Philadelphia Inquirer](#).

The [Progressive® Insurance World Fishing & Outdoor Exposition](#) ended its four-day run on Sunday, March 4 at Rockland Community College in Suffern, New York with 15,889 attendees, down nine percent due to the Nor'easter storm hitting on Friday resulting in heavy snow and a large power outage throughout the surrounding areas. However, looking at the three-year average the Show is only down five percent. Regardless of weather, exhibitors reported very strong sales, trips booked, quality leads and a great mix of new and returning attendees.

This year Show highlights included hands-on education and appearances by reigning Bassmaster Classic winner, Jordan Lee, as well as the 2017 BASS Angler of the year, Brandon Palaniuk, and BASS pro, Ish Monroe. Saturday was Saltwater Superday with seminars focused on making the best of fishing off the mid-Atlantic coast and Sunday was Family Day with a scavenger hunt for the kids and the first 100 children received a

free Plano fishing tackle box. The 2018 Show also included increased archery retail and numerous hunting seminars, including a new hunting dog training demonstration.

The Show also got attention in top local and outdoor media outlets, including [The Daily Record](#), *NY Outdoor News*, [NJ.com](#) and [The Fisherman](#).

***Next Up:*** [Progressive® Insurance Saltwater Fishing Expo](#) (March 16-18)  
and [Progressive® Insurance Northwest Sportshow](#) (March 22-25)

[NMMA Atlantic City Post Show Promo](#) from [AssociationStudios.com](#) on [Vimeo](#).