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**TWO SHOWS WORK TOGETHER TO CREATE LARGEST
RECREATIONAL AND LEISURE SHOW IN MIDWEST**

Travel Show Chicago 2005 Will Co-Locate with the Chicago Boat, RV & Outdoors Show

CHICAGO, August 1, 2004 | Chicago's largest boat show just got bigger. The Chicago Boat, RV & Outdoors Show will co-locate with *Outside* magazine's newly launched Travel Show Chicago 2005. With 70,000 people expected to attend, this show will be the largest event in the Midwest market for recreational and leisure activities. The show will be held January 19–23, 2005, at McCormick Place.

“There's a trend toward consolidation in consumer shows to provide attendees with more value,” says Jennifer Faulk, manager of the Chicago Boat, RV & Outdoors Show. “By co-locating with the Travel Show Chicago 2005, we are now the leader when it comes to leisure activity—whether it's on land or water.”

The Chicago Boat, RV & Outdoors Show features more than 600 boats, 300 RVs and hundreds of booths filled with outfitters, charter boats, personal watercraft, fishing equipment, wakeboarding, marine accessories, and travel destinations.

Organized by *Outside* magazine, America's leading active-lifestyle and adventure-travel magazine, the Travel Show Chicago 2005 will showcase the world's most exciting adventure destinations, guided trips, and gear from all areas of the travel market, including active, adventure and eco-travel.

Exhibitors include destination outfitters, tour operators, tourism boards, manufacturers, and service providers.

By co-locating with the Travel Show Chicago 2005, the Chicago Boat, RV & Outdoors Show has expanded its travel destinations section of the show to include global opportunities for travel. The event will now host more than 600 exhibitors representing 78 countries.

“With travel being a major component of recreational and leisure activities, combining these two shows makes strategic sense for our customers,” says Cooper Cox, shows and events director for *Outside*. “Over 70,000 affluent attendees will gain access to the incredible resources provided by our travel suppliers, tourism boards, and manufacturers.”

For more information on the Travel Show Chicago 2005, contact Courtney Pierce at press@msemgmt.com

Outside is America's leading active-lifestyle and adventure-travel magazine, with an audience of more than two million readers worldwide. *Outside* is dedicated to covering the people, activities, gear, literature, art, and politics of the outdoors. Along with many other accolades, *Outside* is the only magazine to receive three consecutive National Magazine Awards for General Excellence. Please visit OutsideOnline.com.

For more information on the Chicago Boat, RV & Outdoors Show, contact Jennifer Faulk at 312-946-6212 or jfaulk@nmma.org.

The National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry. NMMA member companies produce over 80 percent of the boats, engines, trailers, accessories, and gear used by boaters and anglers in the United States. The association is dedicated to industry growth through programs in public policy, market research and data, product quality assurance, and marketing communications.