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### **Show Management Hires Pierson Grant Public Relations to Promote Four Boat Shows**

**FORT LAUDERDALE, Fla.**— Pierson Grant Public Relations has been named agency of record for Show Management, the company that produces and manages the Fort Lauderdale International Boat Show<sup>®</sup>, the Yacht & Brokerage Show in Miami Beach, the Palm Beach International Boat Show and the St. Petersburg Power & Sailboat Show<sup>®</sup>.

The agency will be responsible for consumer and marine trade publicity for all four shows, including digital strategies utilizing web-based and social media platforms.

- The 51st Fort Lauderdale International Boat Show<sup>®</sup>, the world's largest in-water show, encompassing more than 3 million square feet of space on land and in water, at five sites connected by the official Show Transportation Network, takes place October 28 – November 1, 2010.
- The St. Petersburg Power & Sailboat Show, the Gulf Coast's largest boat show, takes place at the Progress Energy Center for the Arts Mahaffey Theater Yacht Basin and Albert Whitted Park in St. Petersburg, Florida, from December 2 – 5, 2010.
- The Yacht & Brokerage Show in Miami Beach from February 17 – 21, 2011 transforms Collins Avenue from 41st to 51st streets into a multi-million dollar presentation of yachts and superyachts for an in-water-only presentation covering more than 1.2 million square feet over a mile-long strip of Indian Creek Waterway, featuring over 500 new and pre-owned vessels.
- The 26th Annual Palm Beach International Boat Show, March 24 – 27, 2011, located along Flagler Drive, is one of the top ten boat shows in the country, featuring more than \$350 million worth of boats, yachts and accessories from the world's leading marine manufacturers.

"The marine industry is the most important economic asset of Florida's coastal cities, and one of the most exciting industries in the world," said agency President Jane Grant. "Pierson Grant is pleased to be playing a role in reaching out to boaters around the world and promoting these four outstanding boat shows."

Over the past 16 years, Pierson Grant has grown into one of the top independent public relations agencies in the country. Headquartered in Fort Lauderdale with a satellite office in Raleigh, North Carolina, the firm represents national and regional clients in a variety of industries, including International Dairy Queen, Morton's The Steakhouse, Florida Career College, The Broward County Convention Center, Broward League of Cities, Broward Center for the Performing Arts, Holy Cross Hospital and Sunbeam Development Corporation, among others. The agency's Internet marketing division, High Impact Digital, specializes in creative online media applications including social networking and search engine optimization.

For more information, visit [piersongrant.com](http://piersongrant.com) and [highimpactdigital.com](http://highimpactdigital.com).

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