

How We're Investing in Pacific Marine Expo



**PACIFIC MARINE
EXPO**

November 19-21, 2026 / Seattle, WA
Seattle Convention Center Arch Building

pacificmarineexpo.com

Produced by **diversified**



MARKETING Building Deeper Connections with Further Reach

A unified brand story and expanded digital reach — from sustainability and ocean technology to boat building and maritime transportation.

- ▶ Data-driven audience development — targeting qualified buyers who need your solutions most
- ▶ A consistent story that builds confidence at every touch point, forging connections across industries



SALES Bringing Key Stakeholders to the Floor

Bringing in companies from adjacent marine industries and emerging markets like wave/tidal energy, autonomous vessels, and mariculture.

- ▶ Ensuring the right companies are in the room by connecting target market exhibitors with qualified buyers and partners
- ▶ Offering year-round engagement opportunities that extend the value of the show well beyond November



CONFERENCE A Richer Program for an Evolving Industry

A new three-track structure — Commercial Fishing, WorkBoat West, and Ocean Technology — spread across Main Stage sessions and deep-dive programming in the new Classroom.

- ▶ A broader approach to ocean technology gives attendees a window into new business opportunities across emerging sectors (autonomous vessels, mariculture, and marine energy)
- ▶ Adding new focus areas while also preserving and expanding popular topics (West Coast vessels, ports and commercial fishing) gives every corner of the industry a reason to show up



PARTNERSHIPS Forging New Industry Ties

Expanding our partner network across established industry organizations and emerging communities — and giving those relationships real presence on the show floor through special events that engage, inspire, and bring new audiences in.

- ▶ Reinvigorating existing partnerships and forging new ones to thoughtfully broaden our network to new and younger audiences, growing a long-term pipeline of attendees
- ▶ Special events deepen community ties, bring new audiences to the show floor, and enrich attendee experience by offering hands-on ways to get involved

READY TO GROW WITH PACIFIC MARINE EXPO?

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