

# M E T R O BOAT SHOW

September 14-17, 2017  
Lake St. Clair Metropark



## Don't Delay, Submit your contract today!

### PRIME EXHIBIT LOCATIONS SELL FAST!

After nearly doubling the footprint at last year's event, we're geared up to keep the momentum and excitement! Space will fill fast, we encourage you to submit your contract ASAP to ensure your prime location in the show.

### EXCELLENT TESTIMONIALS

*"Exhibitors and attendees were thrilled to see the impressive expansion into the North Marina," said MBIA Chairman Tom Haag of Colony Marine in St. Clair Shores. "We saw a lot of our current customers at the show, as well as new customers interested in getting into boating – a great sign for the industry."*

*"The Metro Boat Show has always held its own as being a community anchor, guaranteed to draw boaters from around the region every fall," said President of Jefferson Beach Yacht Sales Amy Krueger. "It was outstanding to see a bigger event this year with good traffic, and to hear all the dealers reporting solid activity!"*

### QUALIFIED ATTENDEES

- 50% of attendees are PRIME MARKET AGE of 35-54
- 48% have an INCOME range of more than \$100,000
- 62% PLAN TO PURCHASE a boat within 2 years

### BOAT SHOWS INFLUENCE SALES

The market has changed and many boat buyers do research on the internet. However, boat shows remain the most important marketing tool for dealers, allowing buyers to see, touch and board a variety of boat types, compare prices and have product advisors on-hand. It would take weeks to visit each dealership for an interested boat buyer.

**IF YOU'RE NOT AT THE SHOW, THEY'LL VISIT YOUR COMPETITION!**

### Rates

#### 10x10 Booth in Main Tent

Member \$490 per booth  
Non-Member \$610 per booth

#### Dry Land Space (min. 625 sq. ft.)

Member \$1.75/sq.ft.  
Non-Member \$2.40/sq.ft.

#### 12'x12' South

Member \$560 per space  
Non-Member \$760 per space

#### 12'x12' North and Center

Member \$470 per space  
Non-Member \$665 per space

#### Boats In-Water

Boat Slip (per slip)  
Member \$995  
Non Member \$1195

#### Floating Dock

Member \$1195  
Non-Member \$1395

\$50 charge per Exhibitor to be used for Grow Boating Initiative and Electrical Hook-Up.

## Contract and first payment Due June 1

Login to [Boatshowmanager.com](http://Boatshowmanager.com) for more information

Contact Bethany Sly with any questions

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