Get direct access to the marine industry’s decision-makers.

77% of Boating Industry subscribers read every issue!

67% pass along their issue of Boating Industry to at least one other person.

84% approve or recommend the purchase of marine products in their businesses.

79% A dedicated, qualified audience who have been reading Boating Industry for more than 5 years!

GAIN EXPOSURE, BUILD BRAND AWARENESS, DRIVE SALES… just some of the actions that Boating Industry and its products, events and award programs can do for you.

Reach the marine industry through Boating Industry. Our BPA-audited circulation includes marine professionals from all walks of the industry:

- BOAT AND MOTOR DEALERS
- BOAT BUILDERS
- MANUFACTURERS
- SUPPLIERS
- DISTRIBUTORS
- MARINAS
- BOATYARDS
- AND MORE
Published nine times a year, each issue of Boating Industry magazine reaches 59,925* key decision makers at marine companies.

* 59,925 based on circulation plus pass-along.

Boating Industry is your marketing solution

From industry leading research to content solutions.

Top 100 Dealers

No other program delivers year-round marketing

The industry’s leading educational event for dealers. Attend, exhibit, sponsor … just make sure you are there.

Best Ideas

CUSTOM MEDIA

E-NEWS

WEBSITE

WEBINAR

www.BoatingIndustry.com
Boating Industry effectively reaches marine industry professionals by providing the high quality, unbiased content they need. In-depth feature articles, proprietary and secondary research, and business information provided within the pages of Boating Industry is the substantive intelligence that marine leaders need to compete and succeed.

An industry publication for nearly 90 years, Boating Industry is the magazine of the marine dealer and industry professional. BI editors track ideas and trends as they develop for more than 59,925 readers, as well as support industry leaders by dialing in on the company news and information that readers need to know.

Our readers continue to grow their business with new ideas, best practices and creative concepts found in each issue of Boating Industry. Each issue of BI is packed with valuable information including:

**Industry News:** Latest news, trends and happenings in the boating industry.

**Market Intelligence:** Key stats shaping the industry

**COVER STORY:** A deep dive in high-interest topics of today’s market.

**FEATURES:** BI delivers two to three additional in-depth reports on hot topics

**DATA:** With partners like Spader and RBC, we can deliver trending that allows dealers and industry professionals to track their progress vs. the industry or their competitors

**GUIDES:** BI provides hands-on reference guides in several 2017 issues

**MARKET FOCUS:** Readers master the latest trends and information on an industry sector by reviewing our Market Focus

**INDUSTRY RESOURCE:** Boating Industry’s Resource Section. Advertise your product or service in this Resource Section and gain product awareness all year long
### Issue Closes

<table>
<thead>
<tr>
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<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE/JULY</th>
<th>AUGUST</th>
<th>OCTOBER/NOVEMBER</th>
<th>DECEMBER</th>
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<td>8/8/17</td>
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### Materials Due

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<th>MARCH</th>
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<th>MAY</th>
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<th>DECEMBER</th>
<th>JANUARY 2018</th>
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<tr>
<td>11/15/16</td>
<td>12/16/17</td>
<td>1/18/17</td>
<td>2/22/17</td>
<td>3/22/17</td>
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<td>8/8/17</td>
<td>10/11/17</td>
<td>11/13/17</td>
</tr>
</tbody>
</table>

### Cover Story

- **2017 Industry Forecast**
  - Top 100 Dealers Special Issue
  - Navigating the new world of social media
  - What’s your growth strategy?
  - Top 100 Dealers Special Issue

### Feature

- The changing marina climate
- Managing the new overtime rules
- ABC & Government Update
- The state of floorplan financing
- Special Section: 40 Under 40

### Product Focus & Special Sections

- Marina Development & Design
- Spring Launch
- Audio & Entertainment (Sponsored Content)
- Fuels & Additives
- Water Sports Accessories (Sponsored Content)
- 2017 Annual Market Data Book
  - The Annual Market Data Book combines Boating Industry’s proprietary research with information compiled from dozens of industry sources into one of the most comprehensive market-wide resources in the marine business. Special section include Market Intelligence, Dealer Outlook, Consumer Information, and Manufacturer Data.

### Product Guides

- Paints & Coatings Guide
- Insurance Guide
- Finance Guide
- Distributor Guide
- Software Guide

### Market Trends

- Pontoons
- Saltwater Fishing
- Personal Watercraft
- Outboard Engines
- Freshwater Fishing
- IBEX Preview (Sponsored Content Section)

### Industry News

- A monthly round-up of people, news and trends
- A monthly round-up of people, news and trends
- A monthly round-up of people, news and trends
- A monthly round-up of people, news and trends
- A monthly round-up of people, news and trends
- A monthly round-up of people, news and trends
- A monthly round-up of people, news and trends
- A monthly round-up of people, news and trends

### Market Intelligence

- A monthly look at the key data shaping the industry
- A monthly look at the key data shaping the industry
- A monthly look at the key data shaping the industry
- A monthly look at the key data shaping the industry
- A monthly look at the key data shaping the industry
- A monthly look at the key data shaping the industry
- A monthly look at the key data shaping the industry
- A monthly look at the key data shaping the industry

### Bonus Distribution

- International Marina & Boatyard Conference (IMBC)
- IBEX, Marine Dealer Conference & Expo (MDCE)
ANNUAL MARKET DATA BOOK compiles critical boating information from 20+ of the most respected data sources in the industry. Boating Industry Annual Market Data Book is the definitive planning guide for industry pros who are developing their business plans for the next year.

THE ANNUAL MARKET DATA BOOK INCLUDES:

- MARKET INTELLIGENCE
  - Auction Data
  - U.S. Brokerage Sales
  - Boat Sales by State

- CONSUMERS
  - Boating Participation
  - All Recreational Boats In Use
  - Fishing Participation History
  - Spending Trends

- DEALERS
  - Dealer Survey Results
  - Spader Dealer Metrics
  - Boating Industry’s Top 100 Dealer Statistics
  - Same-store Sales

- MANUFACTURERS
  - Retail Boat Market
  - Boat Sales, New & Pre-owned
  - Outboard Boat & Engine Sales
  - Sterndrive, Inboard Cruiser, PWC and Ski Boat Sales
  - Jet Boat, Trailer, Inflatables and Sailboat Sales
  - Exports
  - Manufacturing PMI
  - Market Share Data

Additional features include:
- More Boats on the Water
- Spending Trends
- The Great Outdoors Marine
- Retail boat market
- Top Spader Dealer Metrics
- Manufacturing PMI
- Market Share Data

*Annual figures based on YachtWorld member reports in SoldBoats for the period April 1, 2015, to March 31, 2016, and previous 12 months.

- U.S. Brokerage Sales
- U.S. Sailing Sales
- Auction Data
- Boat Sales by State
- Connaughton
- www.BuyatCruise.com
### 2017 advertising rates

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<tr>
<th></th>
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<th>6 x</th>
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<td>$475</td>
<td>$450</td>
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</tbody>
</table>

*Display rates are quoted gross, 15% agency commissionable per insertion

**Exception: Industry Resources rates quoted are net and not commissionable

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**Kathy Johnson / National Sales Director**  
kathy.johnson@boatingindustry.com  
Phone: 763-383-4409  
Fax: 480-988-3534


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**Christopher Pelikan / Senior Account Manager**  
cpelikan@boatingindustry.com  
Phone: 763-383-4408  
Fax: 480-988-3534

For States and Provinces: Alabama, Arkansas, Connecticut, Florida, Kentucky, Maryland, Massachusetts, Mississippi, New York, North Carolina, Pennsylvania, South Carolina, Tennessee, West Virginia

Canada: New Brunswick, Nova Scotia, Quebec.
ELECTRONIC ADVERTISING MATERIALS:
The production department at Boating Industry uses Adobe InDesign on Mac systems. Please take this into consideration when preparing files. Please indicate what format/software your materials are in when submitting your materials. If you have any questions about acceptable formats, please contact our Production Artist at 763-383-4450.

WE PREFER MATERIALS SUPPLIED IN THE FOLLOWING FORMATS:
EPS, TIFF, PDF (created using Acrobat Distiller, embed all fonts without subsetting)
We prefer ads to be designed in the following layout/graphics software:
Adobe InDesign
QuarkXpress
Adobe Illustrator
Adobe Photoshop

WE DO NOT ACCEPT ADS CREATED IN THE FOLLOWING:
Microsoft Word, Microsoft Powerpoint
Microsoft Publisher, Corel Draw

IMAGES: Include all graphics and images placed, imported or embedded in your ad. Be sure to convert images from RGB to CMYK. Scanned images must be a minimum 266 dpi. Avoid “nesting,” importing graphics which contain embedded graphics into a page layout program. Avoid applying special effects to TIFF files within a page layout application as they may not transfer when the ad is positioned for printing.

PROOFS: Advertisers must supply a proof of the ad printed at 100% of the actual size. We do not accept responsibility for and cannot guarantee the quality of electronic ads supplied without a proof.

SHORT RATES: Advertisers/agencies will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.

AD SUBMISSION INFORMATION:
Please submit ads via SendThisFile:
Site: http://epgmediallc.com/send-file
Password: EPG
Once submitted, SendThisFile will automatically notify Production that an ad has been sent. If sending packaged digital files, please compress and package as a .zip file before submitting.

COLOR: Unless you have contracted to run a PMS color, all colors must be CMYK.

*NOTE: All illustration and copy not intended to bleed should be kept 3/8” from all sides.
Custom Media

Custom media can be a perfect solution for companies with specific needs:

→ **E-WHITE PAPER**
Elevate Your Brand…
Become a Thought Leader
Sponsoring an electronic white paper allows your company to demonstrate its expertise and intelligence in a specific topic area while promoting your brand to marine industry leaders through print, social media, online, e-newsletters and at times, in person.

→ **COMPANY CLOSE-UP OR CASE STUDY**
Your message, your way…
A company close-up is an excellent way to tell your story. We can deliver your company close-up in print, online, through e-mail, social media and in person. All writing and interviews, design and production is handled by Boating Industry.

To find out more about how your company can take advantage of these unique marketing opportunities, please contact your Account Manager.
E-NEWS
Reach more than 12,500 email subscribers by advertising within Boating Industry’s twice weekly e-newsletter.

ONLINE
The latest news, industry polling, in-depth interviews and how-to videos are just some of the valuable content readers and advertisers find on www.boatingindustry.com.

DIGITAL EDITIONS
Readers receive Boating Industry’s Digital Editions which provide opportunity for readers to see slideshows, videos and listen to interviews.

WEBINAR
Build your company’s brand recognition and respect by sponsoring a webinar hosted by Boating Industry and personally selected industry experts.

SOCIAL MEDIA
Effectively navigate the social scene by enlisting our social media gurus! We’ll assess your situation and design a social strategy that’s right for you!
Online

The “Hub” of the marine industry, www.boatingindustry.com, publishes late-breaking news and information critical to industry professionals. Viewers find the latest company news and information, links to webinars, exclusive web content, new products, tutorials and video clips; all in an easy-to-navigate location.

ADVERTISING RATES FOR BOATINGINDUSTRY.COM

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
<th>FILE SIZE MAX</th>
<th>COST PER MONTH**</th>
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<tr>
<td>Super Leaderboard</td>
<td>970 x 90 pixels</td>
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<td>$3,500</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
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<td>$3,200</td>
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<tr>
<td>Half Page</td>
<td>300 x 600 pixels</td>
<td>40k</td>
<td>$2,500</td>
</tr>
<tr>
<td>Skyscraper</td>
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<td>$2,200</td>
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<tr>
<td>Medium Rectangle</td>
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<tr>
<td>Banner</td>
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<td>40k</td>
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<tr>
<td>Half Banner</td>
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<td>$1,200</td>
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<tr>
<td>Large Button</td>
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<tr>
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</table>

* Maximum 3 rotations, 12 seconds per rotation. File type: .jpg, .gif, or flash
** All prices net.

ONLINE PRODUCT SHOWCASE

Prominently feature your products and services on our home page with a photo, description and URL link to your own website.

The Online Product Showcase delivers a huge average click-through rate. Take advantage of this low-cost, high-return opportunity today!
Reach your target audience right at their desks.

Reach more than **12,500 email subscribers** by advertising within *Boating Industry’s* twice weekly e-newsletter.

**E-BLAST**

Want your message to reach *Boating Industry*’s valuable email database? As a print advertiser with *Boating Industry*, you have the opportunity to reach our exclusive audience of third-party opt-in email subscribers directly with your sales message.

**RATES FOR THE E-NEWSLETTER**

<table>
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<tr>
<th>AD PLACEMENT*</th>
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<td>Position #2</td>
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<td>Position #3</td>
<td>$275</td>
<td>$1,980</td>
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<td>Position #4</td>
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<tr>
<td>Position #5</td>
<td>$200</td>
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Monthly Top 10 Newsletter $325 per position. Distributed the first Monday of each month.

*Note: Position placement based on availability at time of reservation. Position #1 limited to 728x90 Leaderboard only.

**AD SIZES FOR THE E-NEWSLETTER**

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<tbody>
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</tr>
<tr>
<td>Text Ad</td>
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<td>N/A</td>
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</table>

*Note: Position placement based on availability at time of reservation. Position #1 limited to 728x90 Leaderboard only.
Digital Editions

Unleash the Power of Digital. Boating Industry’s Digital Edition notification and issue offers a unique way to reach the marine industry right at their desks! Don’t let this low-cost, highly effective opportunity pass you by!

ADVERTISING OPTIONS

-> SIDEBAR ADS
Great exposure – your ad will be present throughout the entire reader experience, never closes and includes hyperlink. Two sidebar ad positions available. | Size: 300 x 250 | Price: $650 monthly placement per position — or — One larger position: Size: 300 x 600 | Price for larger size: $1,250 per month

-> COVER WRAP
Place a half or full page cover wrap over the front cover – your message will be the first seen as our readers land on the magazine, complete with link capabilities. Half Page Price: $950 Full Page Wrap with back cover $1250 per month

-> COVER CURL
Bring special attention to your ad by adding a cover curl to the cover of the magazine, which links directly to your ad. Breeze past your competitors and have your message on the front cover. | Price: $350

-> ROADBLOCK ADS
Gain immediate exposure with a hot-linked roadblock ad that opens before the magazine loads. Your ad will be the first thing thousands of readers will see. One position available per issue. Size: 400 x 325 Price: $450 per month

-> CALL BACK CARD
The custom call back card invites the reader to reach out to you in real time. The form can be customized to your need and placed within your ad. Leads sent to you in real time with full reports available. Placement over your ad. | Price: $300

-> VIDEO/AUDIO
Adding video lets you illustrate exactly what you offer! Greet readers with a demonstration of your product or service that shows its true benefit. Recommended length: Up to 5 minutes with placement anywhere in the issue. Size: 400 x 400 | Price: $750

-> SLIDE SHOW
Add visual appeal to your ad by placing a custom photo slide show of your products or event directly onto your advertisement. 10-12 images, placement over your ad. Size: 500x700 | Price: $750
Webinar

Build your company’s **brand recognition** and respect by sponsoring a webinar by *Boating Industry*.

**2016-2017 BOATING INDUSTRY WEBINAR PARTNERSHIP OPPORTUNITIES**

*Boating Industry* has effectively hosted successful webinars for the industry since 2010! Our webinars attract 300+ attendees on average and deliver real results for our sponsors. Here’s a sampling of some of the topics we can cover:

- **F & I Compliance:** What you need to know
- **Sales Comp Plans:** The best ones
- **Event Sales:** How to effectively host and sell!
- **P&A Profitability:** Little changes make big difference
- **Social Media:** What you need to know today
- **Staffing for Max Profits**
- **Hiring Best Practices**
- **Don’t see your topic? Let us know…**

**AS A WEBINAR SPONSOR, YOU’LL:**

- Position your company as a Thought Leader in the industry
- Speak directly to your potential customers
- Generate qualified leads
- Share your company’s expertise, vision and solutions
- Capitalize on the *Boating Industry* brand. Studies show that connecting a well-respected content provider to your webinar drives attendance. Your company will benefit by partnering with *Boating Industry*
- Webinar sponsorship allows sponsor to participate with content in front of your key prospects and clients
- Raise your profile

**BOATING INDUSTRY WILL:**

- Provide turnkey execution, including promotion, administration and facilitation of webinar
- Determine speakers and panelists with your input
- Market webinar to drive awareness and participation before, during and post-webinar
- Provide registration and management of attendees
- Perform professional moderation of “live” webinar
- Secure expert panelists
- Provide recording of webinar to be posted on www.boatingindustry.com as well as your company website
- Supply a report of webinar attendees and registrants

**PRICING**

Sponsor three or more webinars within 12-month period: .............................................$6,000 per webinar

Single webinar sponsorship: .......................................................................................... $8,500
Marine Dealer Conference & Expo (MDCE)

NOVEMBER 12-15 2017
ORANGE COUNTY CONVENTION CENTER
BROUGHT TO YOU BY:

Boating Industry

The Marine Dealer Conference & Expo is the largest independent dealer event in North America, and it is developed for marine dealers by marine dealers. While at MDCE, dealers are exposed to the latest strategies, best practices, expert advice and business solutions through more than 30 educational sessions and numerous networking opportunities. Geared to provide high-value content on how to manage, strengthen and grow their businesses, the MDCE brings together leading dealers with industry and subject-matter experts and the businesses that offer them business solutions.

Four educational tracks focus closely on sales, management, marketing, leadership, service, F&I and other topics critical to their success. In between sessions, at lunches and during numerous networking events, those dealers network with their peers and industry suppliers in the largest dealer-specific expo hall available.

ATTENDEES: Marine dealers and industry professionals who support them

EXHIBITORS/SPONSORS: More than 100 exhibitors, including 30+ boat builders support the MDCE through sponsorship or exhibiting.
MDCE will put you and your company up close and personal with the best prospects in your target market.

“POWERED BY” SPONSORSHIP
The MDCE “Powered By” Sponsorship is ideal for any company looking to gain maximum exposure before, during and after the MDCE. This limited-opportunity MDCE package includes:

- Your company logo will be showcased on the cover of all MDCE brochures, including the Show Directory, on all registration forms, print promotional ads, onsite signage, registration bags, the MDCE entrance unit, the digital podiums at the general sessions, and more.
- Powered By Sponsors can choose one event to sponsor from a list of special event sponsorship opportunities on-site.
- Your company’s ads will be featured on the official MDCE website as well as on BoatingIndustry.com’s MDCE pages.
- Your company’s ads will be featured in multiple e-newsletters to 15,000 email subscribers.
- Your company literature, up to four pages, will be inserted into 1,400 registration bags.
- Your sponsorship comes with four complimentary attendee registrations.
- And a substantial booth space of up to 20’ x 20’ is included in the Powered By package and if you desire more space, you’ll be provided with preferred rates.

TRACK SPONSORSHIP
Demonstrate your commitment to helping dealers grow by sponsoring one of the four educational tracks offered at the MDCE. This limited-opportunity MDCE package includes:

- Your logo will be showcased on high-impact signage on-site at the MDCE, right outside the entry to the Track Sessions.
- Your logo will also be placed strategically on the door panels around the main doorways into the Track Sessions.
- Your company will be announced as the Track Sponsor at the beginning of each day’s educational sessions.
- A representative from your company will be introduced by the MDCE Show Staff and will have the opportunity to introduce the first speaker of each day.
- Your company logo will be displayed prominently on podium signage, inside the onsite brochure, and on track signage.
- Your company literature, up to four pages, will be inserted into 1,400 registration bags.
- Your company will be listed as a Track Sponsor on the official MDCE website.
Sponsor

**FLASH DRIVE SPONSORSHIP**
Stay in front of MDCE attendees on a year-round basis by placing your company logo on one of the most coveted take-home items the event provides to its attendees. Not only does this flash drive include the slide decks and take-home materials from many of the MDCE presentations, but we’ll also include your company literature, as well.

**PEN SPONSORSHIP**
Become an integral part of the MDCE experience and sponsor the pens that dealers will use to take notes and jot down ideas they will use to improve their businesses. We’ll provide a high-quality pen with your logo on it (which you can pre-approve) into the hands of every attendee of MDCE. The Pen Sponsorship is the perfect way to remain top-of-mind throughout the event.

**OFFICIAL SPONSORSHIP**
The Official Sponsorship is ideal for any company that wants to maximize its presence at MDCE with on-site promotion and a physical exhibit. This MDCE sponsorship opportunity includes:
- Your logo on all signage promoting the numerous between-session breaks at the MDCE.
- Your company literature, up to four pages, will be inserted into 1,400 registration bags.
- Your company will be listed as an Official Sponsor on the official MDCE website.
- Your sponsorship comes with two complimentary attendee registrations.
- And a 10’x10’ booth space is included in the Official Sponsor package, and if you desire more space, you’ll be provided with preferred rates.

**ADVERTISE**
Make sure your company message is in the hands of every MDCE attendee at the show. Pique their interest and drive them to your booth by advertising in the MDCE Show Directory. Attendees utilize the Show Directory for the critical information needed to navigate MDCE, such as the schedule of events, track and session information, speaker bios, list of exhibitors, exhibitor map, interviews with top speakers and more.

Full-page 4-color: $2,200
Half-page 4-color: $1,450
Quarter-page in Marketplace section: $775

**EXHIBIT**
Display your products and services at what other exhibitors call their “No. 1 show of the year.”

- 10’ x 10’ booth space
- 10’ x 20’ booth space
- 10’ x 30’ booth space
- 20’ x 20’ exhibit space
- 20’ x 30’ exhibit space
- 20’ x 40’ exhibit space
- 20’ x 50’ exhibit space
- 30’ x 30’ exhibit space
- 30’ x 40’ exhibit space
- 30’ x 50’ exhibit space
- 40’ x 40’ exhibit space
- 40’ x 50’ exhibit space

Larger booth space pricing and customized bulk space is also available upon request. All display sizes include two attendee badges, a FREE listing on the official MDCE website, and inside the show directory.
Boating Industry

INTELLIGENCE YOU CAN PROFIT FROM

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