

53rd Annual Detroit Boat Show

Feb. 12-20
Cobo Center



Experienced Promoter

The Detroit Boat Show is owned and produced by the Michigan Boating Industries Association, which has more than 52 years experience producing professional and productive boat shows. Proceeds from MBIA produced events go back to the industry through MBIA programs as the Association works to advance, promote and protect boating in the state of Michigan.

The Right Target Markets

Families, anglers, skiers and wake boarders, baby boomers, new boat buyers, outdoor enthusiasts

Strong Advertising Support

Utilizing TV, radio, outdoor, print, online and social media, the show advertising reaches millions of prospects with strategic messages designed to help drive attendance and motivate sales.

Excellent Demographics (MSU 2007)

- 19 percent of families visiting MBIA Boat Shows have household incomes over \$150,000; 44 percent of the families visiting MBIA Boat Shows have household incomes over \$100,000; 61 percent have household incomes over \$70,000; 73 percent over \$50,000
- MSU survey results show 49 percent of attendees at the Detroit Boat Show own one boat; 33 percent own two boats; and 18 percent own 3 or more.
- 75 percent of the MBIA Boat Show attendees are at the prime market age of 25-54.

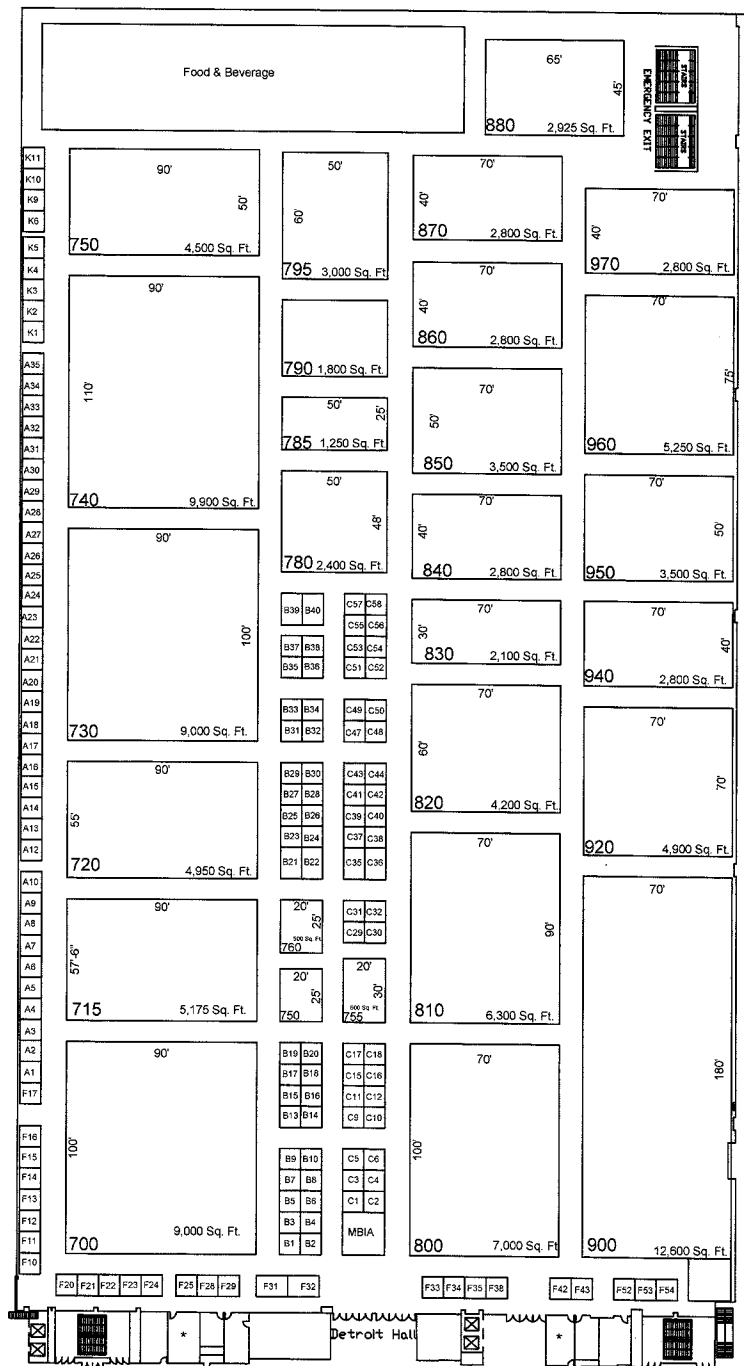
Strong Promotions

Free ticket mailers, invitations to yacht and boat clubs, special exhibits and attractions, contests and much more assure that this event provides enticement to attend and a quality show experience.

Choose wisely, exhibit at the MBIA produced Detroit Boat Show where you will see:

- Thousands of boaters and potential boaters attending these shows
- 52 years of experience producing quality consumer shows
- Powerful advertising, public relations and promotional support
- Extensive show features to help draw attendees
- Free exhibitor marketing support
- Proceeds that go back to the industry to protect, promote and educate the boating industry

Floorplan



For more information or to sign up for space and/or free Boat Show News alerts, call Neil Williams at 800.932.2628, ext. 202 or Email nwilliams@mbia.org

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55 percent of boat buyers attended a boat show within six months prior to their purchase!

This data helps tell the story we've always known to be true - boat shows play a significant role in the sale of new boats, accessories and services, and it indicates there are significant opportunities to increase sales at shows and to influence potential buyers toward purchasing boats following shows.

Boat Shows remain the strongest selling venue for our industry!

Michigan State University's Recreational Marine Research Center revealed 60 percent of responding parties who attended at least one of the nine boat shows studied in a 2007 survey were considering the purchase of a new or pre-owned boat in the future. Twenty percent came to a show with the intention of purchasing a boat. What's more, 53 percent, who had no intention of buying a boat at the show, became interested as a result of attending the show.

Bringing the market to you

With its 52-year history as Michigan's premier boating event, the Detroit Boat Show will pull those interested in buying a boat to Cobo Center during the 9-days of the Detroit Boat Show. In 2010 more than 60,000 people attended the show.

Boat Shows are the strongest "call to action" when it comes to communicating with potential buyers.

Don't miss this action - call today to reserve your space at an MBIA produced boat show!

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