



BoatingIndustry 2015 MEDIA PLANNING GUIDE

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

Boating Industry is your marketing solution

From industry leading research to content solutions.



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.



Custom media presents your message in the format that you would like whether in print, online or in-person. Our editorial staff will work with you to develop the plan that works best for you.



No other program can deliver the year-round marketing like a Top 100 sponsorship while offering your company the opportunity to align your products and services with the best of the best.



12,500+ subscribers receive our twice-weekly e-news.

Boating Industry



Our newly redesigned website offers a vibrant audience who frequently visit www.boatingindustry.com for the latest news, insightful commentary, videos and webinars.



Sponsoring a *Boating Industry* webinar is a highly successful way to get direct marketing exposure. These virtual events offer an opportunity to inform the industry about the topic of your choice. Utilize our experience with several years of successful events.



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



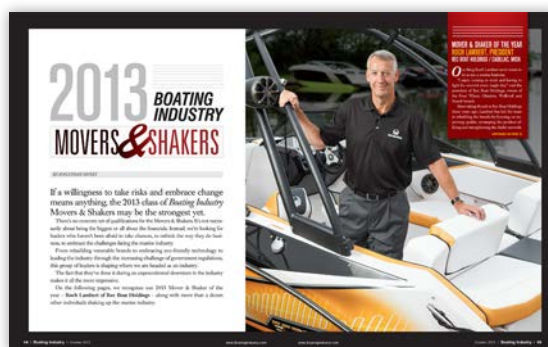
Boating Industry effectively reaches marine industry professionals by providing the high quality, unbiased content they need. In-depth feature articles, proprietary and secondary research, and business information provided within the pages of *Boating Industry* is the substantive information that marine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

An industry publication for 85 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:



↑ **LAUNCH:** A venerable round-up of the latest news, market data and trends



↑ **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 & ROUND-UPS:** *BI* provides hands-on reference guides or product Round-Ups in several 2015 issues



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



↑ **INDUSTRY RESOURCE:** Boating Industry's new Resource Section. Advertise your product or service in this Resource Section and gain product awareness all year long

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE/JULY	AUG/SEP	OCT/NOV	DECEMBER	JANUARY 2016
ISSUE CLOSES	11/10/14	12/10/14	1/7/15	2/11/15	3/18/15	4/29/15	6/24/15	8/5/15	10/7/15	11/11/15
MATERIALS DUE	11/13/14	12/17/14	1/14/15	2/18/15	3/25/15	5/6/15	7/1/15	8/12/15	10/14/15	11/18/15
COVER STORY	15 Challenges & Solutions	Managing Family Relationships in Business	13 Steps to Building a Top Service Department	Marketing to Diverse Audiences	Top Products of the Year	Digital Marketing from SEO to Social	 <p>Market Data Book The Annual Market Data Book combines <i>Boating Industry's</i> 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.</p>	Movers & Shakers	 <p>Top 100 Dealers Special Issue</p> <ul style="list-style-type: none"> ■ 100 Dealerships ■ 1-20 Rankings ■ Company Profiles ■ Best in Class Awards ■ Hall of Fame Awards 	16 Marketing Trends for 2016
FEATURE	2015 Industry Forecast	Social media that sells	Building a profitable F&I department	American Boating Congress & Government Update	Becoming an effective leader	The fuel future: E15 and beyond		Taking customer service beyond CSI scores		2016 Industry Forecast
PRODUCT FOCUS	Boat Clubs & Boat Sharing	Docks & Accessories	Audio & Entertainment	Marine Paints & Coatings	Trailers & Accessories	Fuels & Additives		Interiors – Flooring, Fabrics & Seating		Lighting & Hardware
GUIDES & ROUND-UPS	2015 App Directory	Cleaners, Waxes & Polish	Web Services	Distributors	Finance & Insurance	Software		Power: Batteries, Connections & Charging Systems		2016 App Directory
MARKET TRENDS	Sterndrive Engines	Fishing Boats	Pontoons	Outboard Engines	Deck Boats	Cruisers		Watersports		Personal Watercraft
LAUNCH	A monthly round-up of people, news, market data and trends	A monthly round-up of people, news, market data and trends	A monthly round-up of people, news, market data and trends	A monthly round-up of people, news, market data and trends	A monthly round-up of people, news, market data and trends	A monthly round-up of people, news, market data and trends		A monthly round-up of people, news, market data and trends		A monthly round-up of people, news, market data and trends
BONUS DISTRIBUTION		International Marina & Boatyard Conference (IMBC)				Manufacturers Dealer Meetings	IBEX	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

- The Aging Boat Fleet
- U.S. Brokerage Sales
- Top List of Per Capita Boat Ownership



DEALERS

- Dealer Survey Results
- ABBRA Wage Rate Survey
- Spader Dealer Metrics
- *Boating Industry's* Top 100 Dealer Statistics



CONSUMERS

- Boating Population Profile
- Top 20 States in Boating Expenditures
- State-by-State Registrations & Expenditures
- All Recreational Boats In Use
- Fishing Participation History
- PWC Special Report



MANUFACTURERS

- Retail Boat Market
- New Boat Sales
- Outboard Boat & Engine Sales
- Sterndrive, Inboard Cruiser, PWC and Ski Boat Sales
- Jet Boat, Trailer, Inflatables and Sailboat Sales
- Market Share Data
- Total Boats Sold, New & Pre-Owned
- Retail Expenditures

BoatingIndustry

2015 advertising rates

Four Color	1 x	3 x	6 x	9 x
2 Page Spread	\$10,810	\$10,590	\$10,240	\$8,245
1/2 Page Horizontal Spread	\$9,320	\$9,125	\$8,830	\$7,105
Full Page	\$6,130	\$5,945	\$5,745	\$4,630
2/3 Page	\$4,940	\$4,840	\$4,683	\$3,775
1/2 Island	\$4,390	\$4,300	\$4,160	\$3,355
1/2 Page	\$4,000	\$3,915	\$3,780	\$3,045
1/3 Page	\$3,180	\$3,115	\$3,015	\$2,415
1/4 Page	\$2,600	\$2,550	\$2,460	\$1,975
1/6 Page	\$2,010	\$1,970	\$1,900	\$1,530

Covers	6 x	9 x
Cover 2 (Inside Front Cover)	\$6,335	\$5,110
Cover 3 (Inside Back Cover)	\$6,050	\$4,865
Cover 4 (Back Cover)	\$6,640	\$5,345

Industry Resources	3 x	6 x	9 x
1/2 Page	\$1,850	\$1,750	\$1,650
1/4 Page	\$995	\$950	\$895
1/8 Page	\$500	\$450	\$400

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

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

Boating Industry is audited by and adheres to the standards of  BPA
WORLDWIDE

BUILD YOUR BRAND, INFLUENCE BUYING DECISIONS AND GROW SALES AMONG THE MOST POWERFUL MARINE PROFESSIONALS IN THE MARKET.



Kathy Johnson / National Sales Director

kathyjohnson@boatingindustry.com

Phone: 480-988-3658

Fax: 480-988-3534

For States, Provinces and International: Alaska, Arizona, California, Colorado, Delaware, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Michigan, Minnesota, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, Nevada, North Dakota, Ohio, Oklahoma, Oregon, Rhode Island, South Dakota, Texas, Utah, Vermont, Virginia, Washington, Wisconsin, Wyoming;

Canada: British Columbia, Manitoba, Saskatchewan, Ontario;

International.



Christopher Pelikan / Senior Account Manager

cpelikan@boatingindustry.com

Phone: 954-964-8676

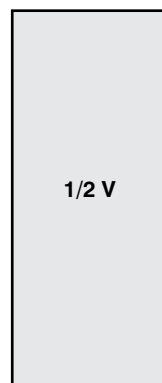
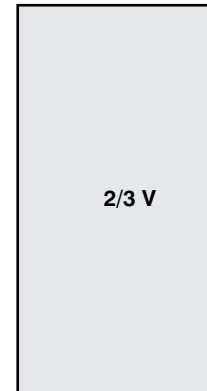
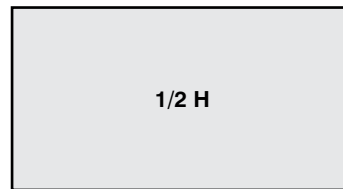
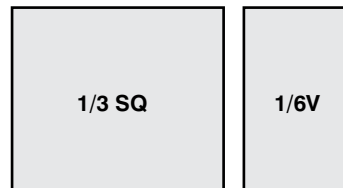
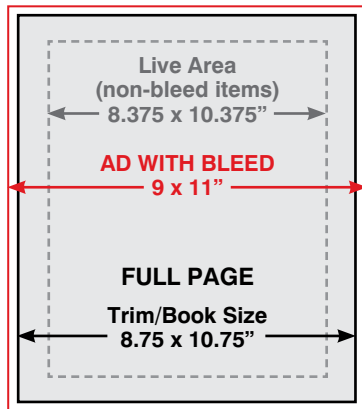
Fax: 480-988-3534

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.



Boating Industry is published by EPG Media & Specialty Information, the leading source of information in the marine and powersports industries with titles such as, Powersports Business, Rider, Thunder Press and SnowGoer.



SIZES	WIDTH	HEIGHT
2 Page Spread*	17.5"	10.75"
2 page spread with Bleed*	17.75"	11"
1/2 page horizontal spread	16.5"	4.5"
Full page (trim Size)*	8.75"	10.75"
Full Page with bleed*	9"	11"
2/3 Page vertical	5"	9.75"
1/2 Page Island	4.75"	7"
1/2 Page Horizontal	7.75"	4.5"
1/2 Page vertical	3.625"	9.75"
1/3 Page Square	4.75"	4.5"
1/3 Page Strip	7.75"	3.125"
1/3 Page Vertical	2.25"	9.75"
1/4 Page Square	3.625"	4.5"
1/4 Page Strip	7.75"	2.25"
1/6 Page Horizontal	4.75"	2.175"
1/6 Page Vertical	2.25"	4.5"
1/8 page horizontal	3.625"	2.155"

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

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.

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.

FTP LOGIN INFORMATION:

Server: ftp.Epgmediallc.com
Login: EPGFTP@epgmediallc.com
Password: welcome

(If viewing this FTP site in Windows Explorer, click Page, and then click Open FTP Site in Windows Explorer.)

Please place ads within the Boating Industry folder, in the folder labeled ADVERTISING.

CONTACT

KELSEY HOULE
PRODUCTION ARTIST
763-383-4450
khoule@epgmediallc.com

CONTRACT CONDITIONS

Special Position

Guaranteed positions charged an additional 10%.

Advertising Policies

All advertising is subject to publisher's approval. No fraudulent or misleading advertising will be accepted. Advertising that simulates editorial content must carry label "Advertisement" set in at least 10-point type at top of ad. If copy instructions for contracted ads are not received by the closing date, the publisher reserves the right to repeat a previous ad of the same size. No cancellations accepted after ad closing date.

Client/Agency Responsibility

In the event that an advertiser has paid the advertising agency for ads and the publisher is not paid by the agency, the advertiser is fully responsible for paying all invoices due to the publisher.

Payment Terms

Net 30 days. A service charge of 11/2% per month will be added on all accounts more than 30 days past due. All orders accepted are subject to the publisher's credit terms.

Mailing Instructions: All materials, including advertising, insertion orders, contracts, product releases and other correspondence, should be sent to:

Boating Industry
EPG Media & Specialty Information
3300 Fernbrook Lane N, Ste 200
Plymouth, MN 55447

Ph: 763-383-4400
Fax: 763-383-4499

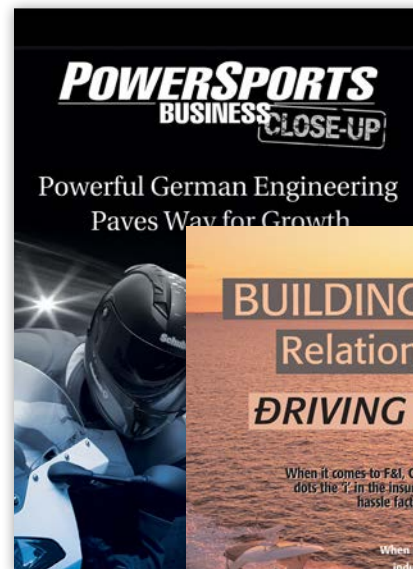
Custom Media

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



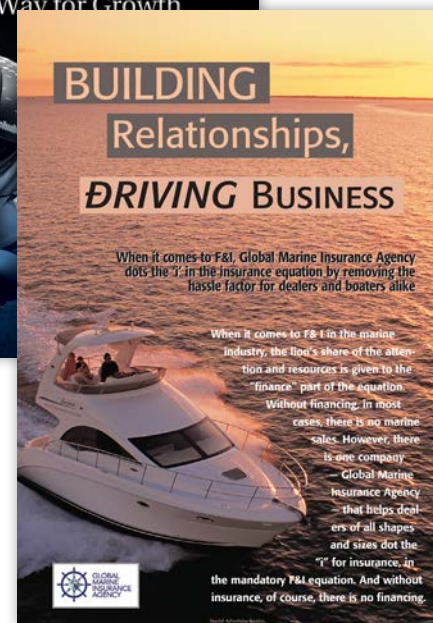
→ E-WHITE PAPER Elevate Your Brand... Become a Thought Leader

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 slide-shows, 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

AD UNIT	DIMENSIONS	FILE SIZE MAX	COST PER MONTH**
Super Leaderboard	970 x 90 pixels	70k	\$3,500
Leaderboard	728 x 90 pixels	70k	\$3,200
Half Page	300 x 600 pixels	40k	\$2,500
Skyscraper	160 x 600 pixels	40k	\$2,200
Medium Rectangle	300 x 250 pixels	40k	\$2,200
Banner	468 x 60 pixels	40k	\$1,800
Half Banner	234 x 60 pixels	25k	\$1,200
Large Button	160 x 160 pixels	40k	\$1,200
Button	125 x 125 pixels	25k	\$1,000
Wallpaper			\$1,050


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

ONLINE PRODUCT SHOWCASE


Product Showcase



Gemeco
Get a virtual tool box for marine installers.



Bright Bay Products
Safe for Outboard Engines!



New!
VDO marine cameras with IR technology.

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!

The screenshot shows the Boating Industry website homepage. Key advertising spots are labeled with dashed lines and arrows:

- LEADERBOARD:** A horizontal banner at the top right for GE Capital.
- SKYSCRAPER:** A vertical banner on the right side of the page.
- WALLPAPER:** A large background image of a boat.
- MEDIUM RECTANGLE:** A rectangular ad for 'I CAN'T IMAGINE NOT ATTENDING' by Yves Lavallee.

PRODUCT SHOWCASE PRICING

Per month	\$295
Full Year	\$2,500

MATERIALS NEEDED: 158 x 110 pixel image of the product in jpg file format, 20 character description, URL link.

E-News

Reach your target audience right at their desks.

1 →

BoatingIndustry November 22, 2013

Learn about the most important daily tasks for your business
DockMaster the business oppt www.dockmaster.com

Top News

- VesselVanguard links agreement with Palm Beach Motor Yachts
- RIMTA revitalizes Providence Boat Show to inspire sales, strengthen industry
- Torpedos announces Deep Blue aftermarket installer
- Lowes Boats names Canada's The Boat Warehouse as world's largest Lowe dealer for the second year in a row
- ICOMIA opens World Marinas Conference registration at METS
- Nautique and Pickos Ski School join forces
- Sailors for the Sea publishes "Boating with Manatees"
- Strang to lead Sturgeon Bay CenterPointe operations
- Dr. Shrink welcomes new international distributor

2 →

Sponsored Content
Dealership in South Austin, Texas Deems DMS "Critical" to Entire Operation - There are many moving parts in a full-service dealership. To ensure the departments are in sync with one another, co-owners Wayne and Kenneth Black rely on a single solution to manage their daily operations. → [Read more](#)

Powering Profits

Boating Industry interviews Dominion's Ian Atkins on DX1 launch
Boating Industry Editor in Chief Jonathan Sweet spoke to Ian Atkins, senior vice president and general manager of Dominion Marine Media, about the launch. [Read more](#)
By Jonathan Sweet

3 →

BUY. SELL. WIN. Manheim

Powering Profits

Boating Industry unveils the 2013 Top 100
Boating Industry announced the Top 100 boat dealers in North America at a black-tie gala Wednesday in Orlando. [Read more](#)
By Boating Industry

4 →

imagination at work

Did You Hear?

2013 METS described as 'one of the best in years'
In spite of some concerns ahead of the show about the strength of the European economy, the 2013 edition of METS winds down with the consensus among exhibitors that buyers came out in force. [Read more](#)
By Craig Ritchie

5 →

THE VOLVO PENTA V8-380
MORE POWER. LESS FUEL. MORE FUN.

Sales & Marketing

Twenty-three tools to build your brand
Because branding is how people experience a company and its products, don't fall for the idea that it's obsolete. [Read more](#)
By John Graham, Sales & Marketing Consultant

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

RATES FOR THE E-NEWSLETTER

AD PLACEMENT*	COST PER EDITION	COST PER MONTH
Position #1	\$450	\$3,240
Position #2	\$325	\$2,340
Position #3	\$275	\$1,980
Position #4	\$225	\$1,620
Position #5	\$200	\$1,440

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

AD UNIT	SIZE	FILE SIZE
Leaderboard	728 x 90 pixels	60k
Full Banner	468 x 60 pixels	40k
Text Ad	N/A	N/A

BoatingIndustry October 10, 2013

Special Report Sponsored by ValvTect

FUEL ADDITIVE UPDATE

Finding the right fuel additive continues to be a challenge but relief is on the horizon.

Fuel additive update

Finding the right fuel additive continues to be a challenge but relief is on the horizon.

With the no specifications for fuel additives, and increased demand for ethanol treatments, the situation has been ripe for confusion, said Jerry Nissenen, president of ValvTect Petroleum Products, which supplies both marine fuel and marine fuel additives and private labels additives for engine manufacturers.

"The market created such a great demand ... and many products came out of the woodwork making exaggerated claims without any backup," he said.

Read More

WINTERIZING GASOLINE & DIESEL
CLICK HERE FOR REBATE

→ 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.

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:** \$1250 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



→ 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 minute with placement anywhere in the issue **Size:** 400 x 400 **Price:** \$750

→ 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



→ 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 in your ad **Size:** 500x700 **Price:** \$750



Webinar

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

2014-2015 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...**

PRICING

Sponsor three or more webinars within 12-month period:\$6,000 per webinar
 Single webinar sponsorship:\$8,500

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

Marine Dealer Conference & Expo (MDCE)

NOVEMBER 15-18, 2015

ORANGE COUNTY CONVENTION CENTER / ROSEN CENTRE
BROUGHT TO YOU BY:



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 nearly 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.

Three 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.



Sponsor

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 12,500 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 three 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 as well as on BoatingIndustry.com’s MDCE pages.



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 the 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 as well as on BoatingIndustry.com's MDCE pages.

- 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 \$2,100

Half-page 4-color \$1,400

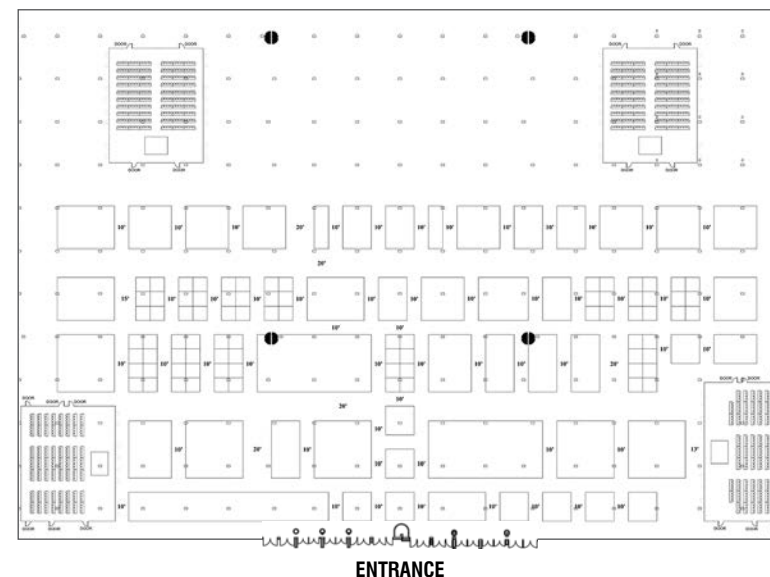
Quarter-page in Marketplace section \$650

EXHIBIT

Display your products and services at what other exhibitors call their "No. 1 show of the year."

- | | |
|------------------------------------|------------------------------------|
| → 10' x 10' booth space \$3,395 | → 30' x 30' exhibit space \$12,820 |
| → 10' x 20' booth space \$4,990 | → 30' x 40' exhibit space \$16,668 |
| → 10' x 30' booth space \$6,040 | → 40' x 40' exhibit space \$21,220 |
| → 20' x 20' exhibit space \$6,970 | → 40' x 50' exhibit space \$24,700 |
| → 20' x 30' exhibit space \$9,515 | → 40' x 60' exhibit space \$29,640 |
| → 20' x 40' exhibit space \$11,395 | |

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, as well as on BoatingIndustry.com and inside the show directory.



Boating Industry

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