

# **PARTNERSHIP GUIDE 2023**



# DEALER SUCCESS IS INDUSTRY SUCCESS

At the Marine Retailers Association of the Americas, we know that the success of the marine industry begins and ends with the success of our dealers — the retail organizations that deliver sales and ownership experiences to today's boaters. Dealers must deliver on the promise of the boating lifestyle every single day, and with every single interaction. Their success drives the success of our entire industry.

As the leading training and education organization for the marine dealer body, MRAA fuels the success of the boating industry by delivering dealerships the tools, resources and educational programs they can use to strengthen their organizations. MRAA promotes and protects that success by serving as the voice of those dealers, continuously working to ensure a business environment that is conducive to boat sales and retail operations.

## MRAA MEMBERSHIP AT A GLANCE

**1,168**

***RETAIL MEMBER LOCATIONS***

**494**

***MEMBER ORGANIZATIONS***

**312**

***DEALERSHIP LOCATIONS  
IN MRAA'S CERTIFICATION  
PROGRAM***

# PARTNER MEMBERSHIP

Your investment in Partner Membership contributes to the MRAA's mission of providing tools, resources, lobbying and educational programs that are designed to deliver continuous improvement and best-practice solutions for our dealer members. There are also many deliverables that are designed to provide you with marketing and exposure to our dealer members, access to our suite of benefits and discounts for exhibiting at our conference and expo Dealer Week!

## LEVELS

**Standard Partner Membership / \$1,500 annually**

**+ Platinum Partner Membership / \$5,000 annually**

**+ Education Champion Sponsorship**  
**/ Starting at \$15,500 annually**

**+ Strategic Partnership / Currently Sold Out**

### **+ DEMONSTRATE THOUGHT LEADERSHIP**

MRAA Platinum Partners, Education Champions, and Strategic Partners are invited to contribute to MRAA's monthly education themes. This is your chance to demonstrate your industry thought leadership with content that can include a blog, a publication, a tool or resource, a video, or other educational deliverables.

# **MRAA STANDARD PARTNER MEMBER**

Our entry-level into MRAA Membership, Standard Partner Members provide annual support for the association, helping to fuel its mission of providing tools, resources and educational programming to today's boat and engine dealers. Your annual dues allows you to support the MRAA and its initiatives, along with a variety of benefits.

## **MEMBER LEVEL DELIVERABLES**

- » Company name and website link on MRAA.com.
- » Company name and website link announced in our MRAA E-Newsletter.
- » Grouped Standard Partner Member Press Release announcement.
- » Dealer Week Exhibit Space discounts (see pages 9-13).
- » Membership activates on the date you sign and renews on an annual basis.
- » National Marine Distributor Association Members receive a 25% discount on the MRAA Partner Member annual membership rate!

**\$1,500 annually**

# **MRAA PLATINUM PARTNER MEMBER**

Representing the third-highest level of Partner Membership, Platinum Partners provide significant support for the association while receiving increased marketing exposure, additional benefits, and the opportunity to contribute educational content.

## **MEMBER LEVEL DELIVERABLES**

- » Company logo and website link on MRAA.com.
- » Company name and website link announced in our MRAA E-Newsletter.
- » Leaderboard 728x90 digital ad file with URL link that rotates in the MRAA E-Newsletter
- » Individual Platinum Partner Member Press Release announcement.
- » Opportunity to contribute content to MRAA's monthly education themes.
- » Dealer Week Exhibit Space discounts (see pages 9-13).
- » Membership activates on the date you sign and renews on an annual basis.
- » National Marine Distributor Association Members receive a 25% off discount on the MRAA Partner Member annual membership rate!

**\$5,000 annually**

# MRAA EDUCATION CHAMPION PARTNER MEMBER

As the second-highest level of MRAA membership, Education Champions fuel the educational programming that the MRAA delivers in a year-round partnership program. Whether through Dealer Week, The MRAA Conference and Expo, MRAATraining.com or any other program through which MRAA delivers content, Education Champions help bring MRAA's world-class educational programming to life. This partnership package contains bundled marketing exposure and high-level creative visibility to help MRAA Education Champions build and maintain a relationship with MRAA members and the dealer community as a whole.



**CONTACT US FOR MORE INFORMATION AND A FULL LIST OF THE PACKAGE DELIVERABLES.**

- » Package Price with 10x10 Booth Space and 4 attendee Registrations = \$15,500
- » Package Price with 10x20 Booth Space and 5 attendee Registrations = \$16,700
- » Package Price with 20x20 Booth Space and 6 attendee Registrations = \$19,000

**\$15,500+ annually**

# MRAA STRATEGIC PARTNER MEMBER

The MRAA Strategic Partners are the strategic and financial backbone of the organization. At the highest level, these Partners help the MRAA steer the next evolution of what MRAA and its partners can deliver in our shared mission to fuel the success of our industry. Strategic Partner Membership combines MRAA Board-Level dialog, with year-round marketing exposure, and the maximum Dealer Week exposure.



## CURRENT STRATEGIC PARTNERS



**SOLD OUT**

# BOATING'S ONLY EVENT FOCUSED ON DEALER GROWTH

The Marine Retailers Association of the Americas annual conference, Dealer Week, delivers exclusive education from leading experts, provides amazing networking experiences and connects Industry Leading Partners with Key Dealership Decision Makers – all in one event! Exhibiting in the Expo Hall will provide you with the opportunity to reach key decision makers, showcase your products and services, network with industry professionals, and increase your brand awareness throughout the three-day conference.

**DEALER WEEK 2023 / TAMPA / DECEMBER 4-7**

**DEALER WEEK 2024 / ORLANDO / DECEMBER 9-12**

## 2022 DEALER WEEK SNAPSHOT

**724**

**DEALERS IN ATTENDANCE**

**341**

**DEALERSHIP LOCATIONS  
REPRESENTED**

**124**

**INDUSTRY EXHIBITORS**



# THE MARKET YOU NEED

Dealer Week partnership offers direct access to the industry decision-makers who can become your contacts, your leads, and your clients.

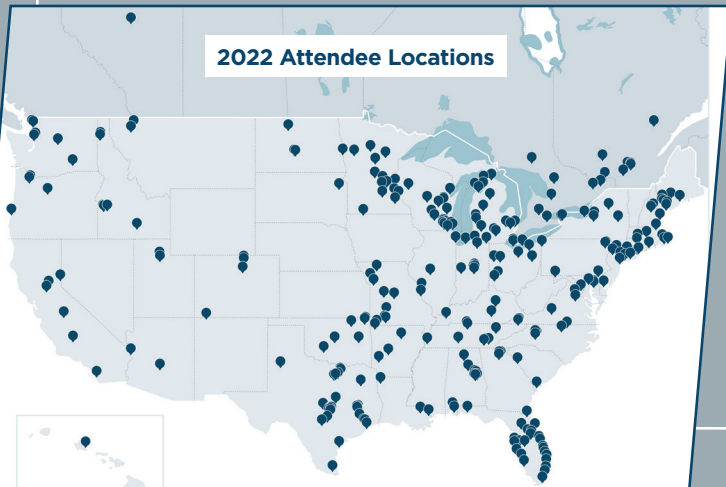
## WHO THEY ARE

 **91.6%**

PERCENTAGE OF 2022 ATTENDEES WHO PLAY A ROLE IN PRODUCT OR SERVICE PURCHASING

## WHERE THEY'RE FROM

2022 Attendee Locations



## WHY THEY ATTEND

THE NUMBER OF 2022 ATTENDEES INTERESTED IN EACH SPECIFIC SOLUTION

**291**

Website And  
Marketing  
Services

**340**

Parts And  
Accessories

**329**

Customer  
Relationship  
Management (CRM)

**140**

Trailer  
Manufacturer

**256**

Technology  
Services

**143**

Insurance  
Provider

**106**

Auction

**280**

Processing  
Mapping

**293**

Dealer  
Management  
System (DMS)

**182**

Finance  
Provider

**182**

Engine  
Manufacturer

**180**

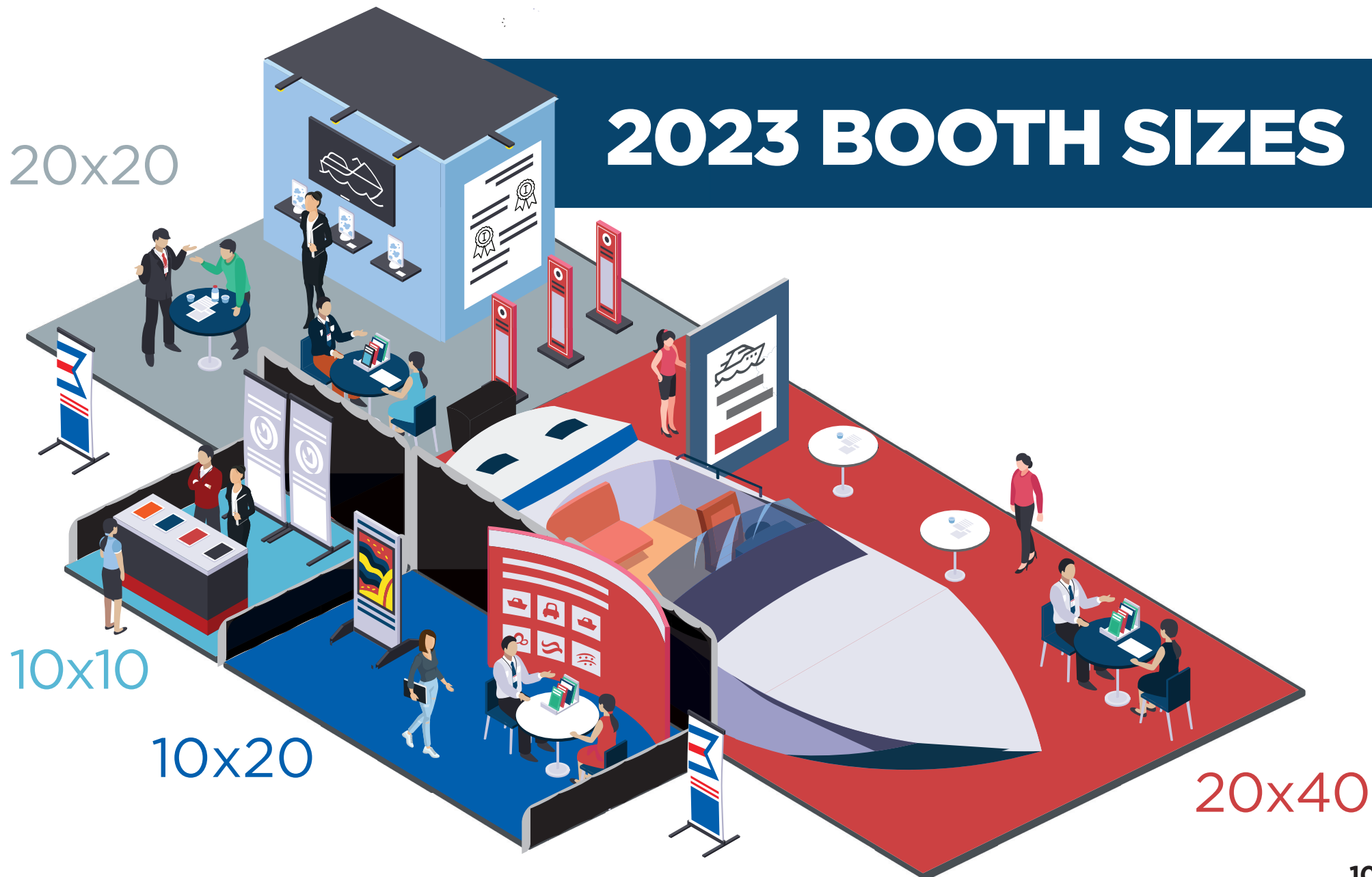
Boat Builder

**212**

Succession  
Planning

**194**

Consulting

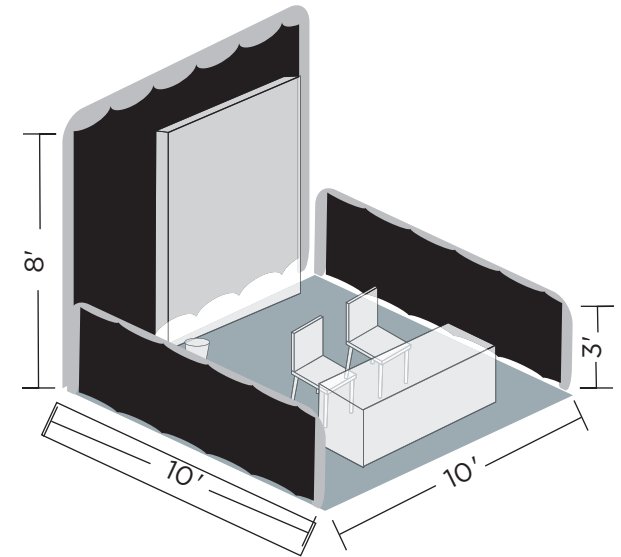


# 2023 BOOTH RATES



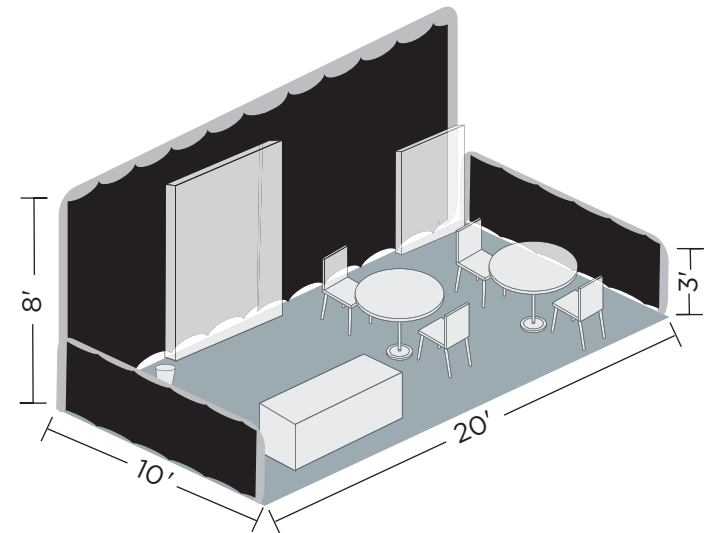
## 10x10

	Rate	Passes
NON-MRAA MEMBER	\$4,225	2
MRAA PARTNER MEMBER	\$3,675	3
MRAA PLATINUM MEMBER	\$3,195	4



## 10x20

	Rate	Passes
NON-MRAA MEMBER	\$6,525	2
MRAA PARTNER MEMBER	\$5,675	3
MRAA PLATINUM MEMBER	\$4,930	4

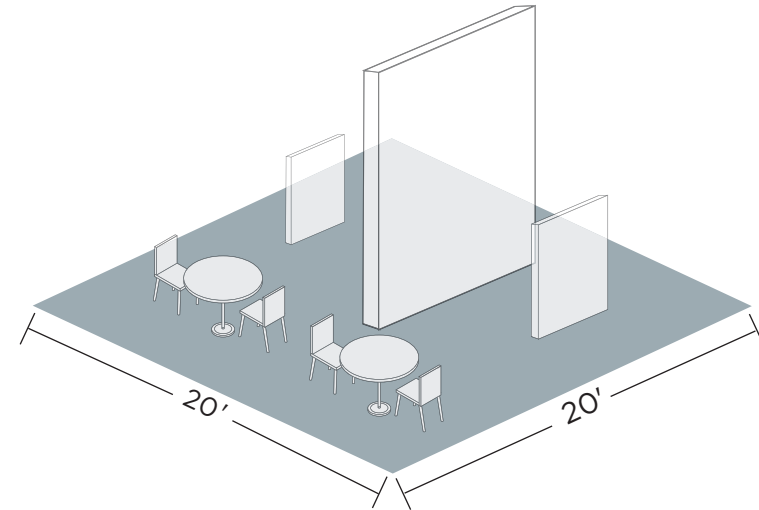


# 2023 BOOTH RATES



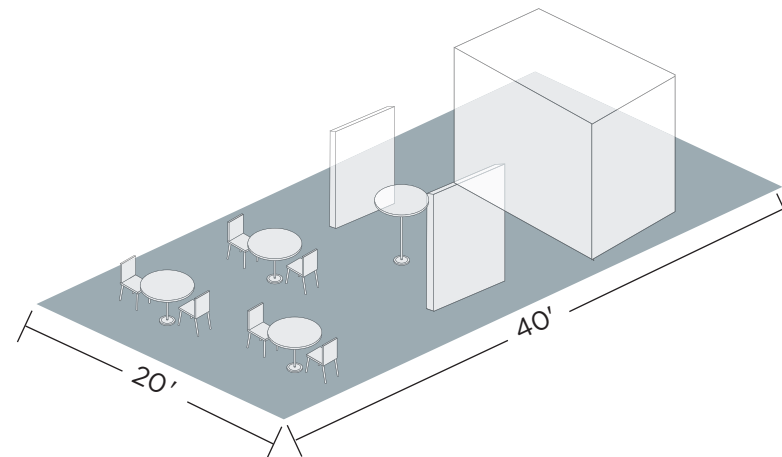
## 20x20

	Rate	Passes
NON-MRAA MEMBER	\$9,365	2
MRAA PARTNER MEMBER	\$8,145	3
MRAA PLATINUM MEMBER	\$7,085	4



## 20x40

	Rate	Passes
NON-MRAA MEMBER	\$15,775	2
MRAA PARTNER MEMBER	\$13,715	3
MRAA PLATINUM MEMBER	\$11,925	4







# LOOKING FOR A LARGER BOOTH?

We also offer standard sizes of 30x30, 30x40, and 40x40. Plus, we can accommodate even larger and different sizes to help you design a space that meets your display objectives and fits within your budget! For bulk space rates above the 40x40, add on \$12/ sq ft for MRAA Partner Members, and \$13/sq ft for non-MRAA Partner Members.

30X30	Rate	Passes
NON-MRAA MEMBER	\$19,215	2
MRAA PARTNER MEMBER	\$16,710	3
MRAA PLATINUM MEMBER	\$14,530	4

30X40	Rate	Passes
NON-MRAA MEMBER	\$24,180	2
MRAA PARTNER MEMBER	\$21,025	3
MRAA PLATINUM MEMBER	\$18,285	4

40X40	Rate	Passes
NON-MRAA MEMBER	\$29,935	2
MRAA PARTNER MEMBER	\$26,030	3
MRAA PLATINUM MEMBER	\$22,630	4

# DEALER WEEK IN-PERSON SPONSORSHIPS

The following represents a variety of sponsorship opportunities that are available during the MRAA's annual conference and expo Dealer Week. As an exhibitor at Dealer Week, you have the opportunity to add on any of these engaging and highly-visible sponsorships to your exhibit package to maximize your exposure to the dealer audience!

- » Opening Celebration Sponsorship
- » Education Pathway Sponsorship
- » Branded Bar with Specialty Cocktail during Networking Reception
- » 5k Fun Run Sponsorship
- » Charging Stations
- » And more!





## CONTACT

### Allison Gruhn

Vice President of Business Development

Office: 763-333-2419

Email: [allison@mraa.com](mailto:allison@mraa.com)



8401 73rd Avenue N, Minneapolis, MN 55428, Suite 71

[mraa.com](http://mraa.com) / [dealerweek.com](http://dealerweek.com)