

PARTNERSHIP  
GUIDE 2024



# 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

1,200+

RETAIL MEMBER LOCATIONS

524

MEMBER ORGANIZATIONS

335

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!



## + 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.

## LEVELS

- Standard Partner Membership / \$1,600 annually
- + Platinum Partner Membership / \$5,500 annually
- + Education Champion Sponsorship / Starting at \$15,500 annually
- + Strategic Partnership / Currently Sold Out

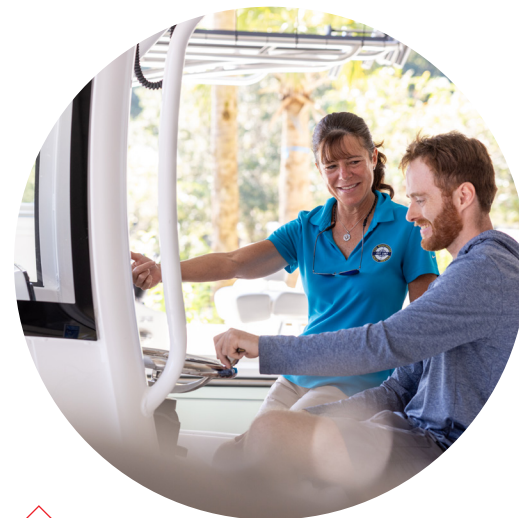
# STANDARD PARTNER MEMBER

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 other 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!

**\$1,600 annually**





# 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!

**\$5,500 annually**



# 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.



**DEALER  
WEEK  
EXPOSURE**



**MEMBERSHIP  
MARKETING  
EXPOSURE**



**EDUCATIONAL  
CONTENT  
DELIVERY**

## **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**

# 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.

MRAA  
BOARD LEVEL  
DIALOG



YEAR-ROUND  
MARKETING



MAXIMUM  
DEALER WEEK  
EXPOSURE

## CURRENT STRATEGIC PARTNERS



SOLD OUT



**BOATING'S ONLY EVENT FOCUSED ON DEALER GROWTH**

# UNRIVALED ACCESS

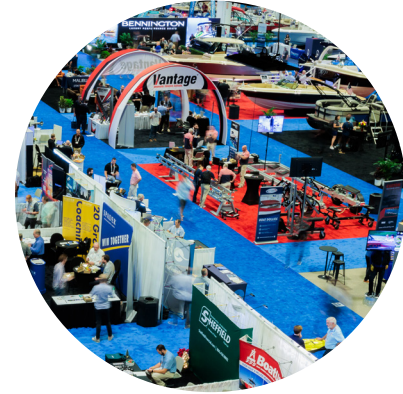
The Marine Retailers Association of the Americas annual conference, Dealer Week, delivers exclusive education from leading experts, provides amazing networking experiences and connects Industry Leading Partners with Key Dealership Decision Makers — all in one event! Exhibiting in the Expo Hall will provide 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.



# DEC. 8-11, 2024 ORLANDO

**+ DEC. 7-10, 2025, TAMPA**

## PARTNERSHIP GUIDE 2024



**2023 DEALER WEEK  
SNAPSHOT**

# 724

**DEALERS IN ATTENDANCE**

# 326

**DEALERSHIP LOCATIONS  
REPRESENTED**

# 150

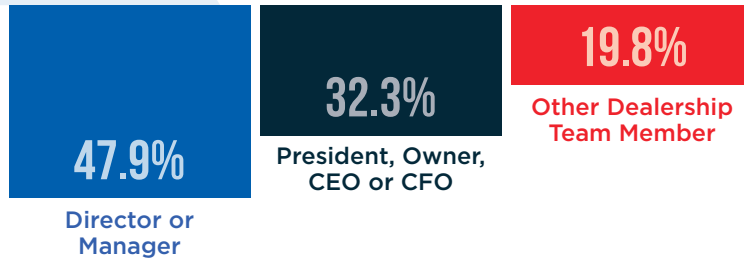
**INDUSTRY EXHIBITORS**

# 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.

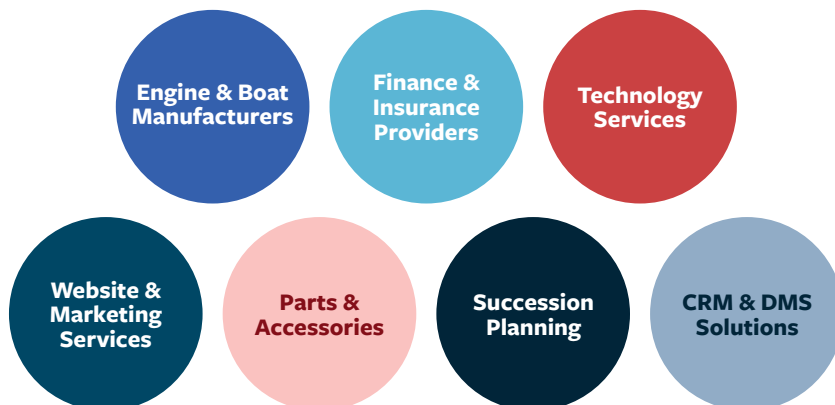
## WHO THEY ARE

Percentages of 2023 attendees categorized by job tier



## WHY THEY ATTEND

The top business solutions that 2023 attendees sought out in the expo hall

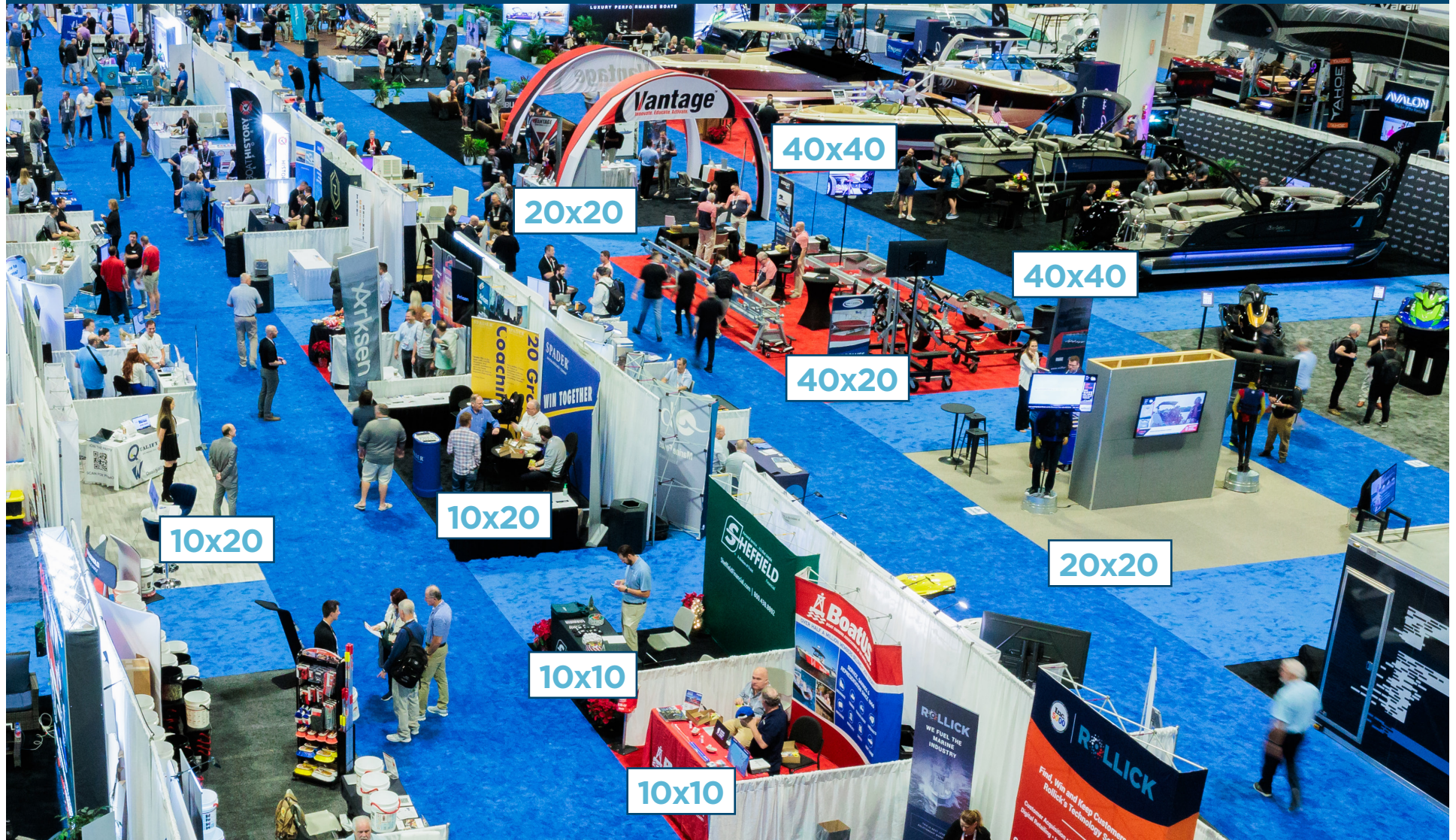


## WHERE THEY'RE FROM





# BOOTH SIZE OPTIONS



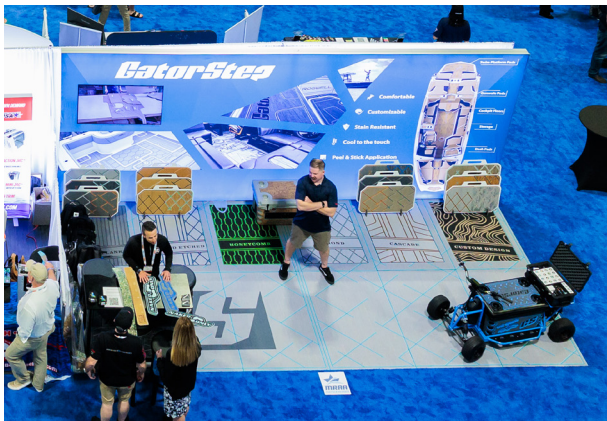
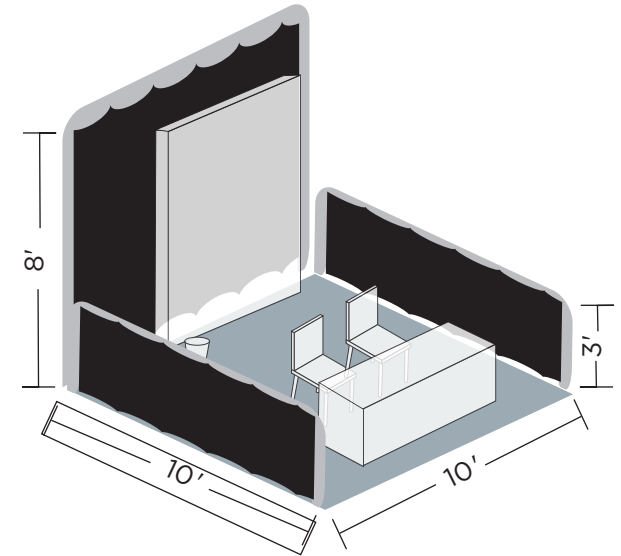


# 2024 BOOTH RATES



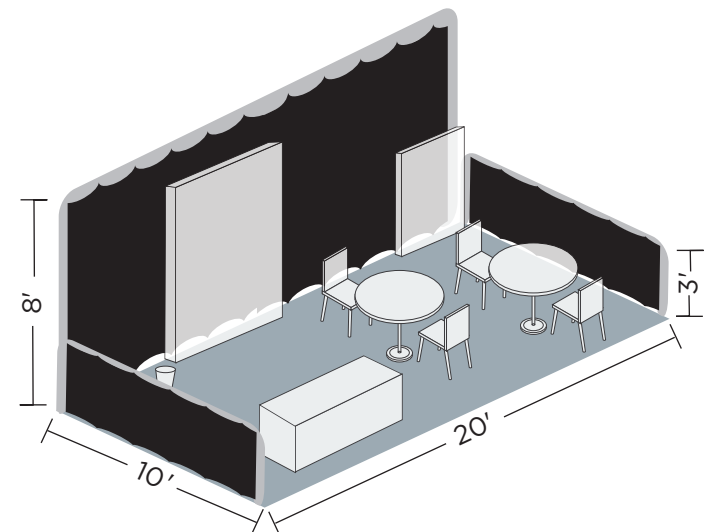
## 10x10

	Rate	Passes
NON-MRAA MEMBER	\$4,648	2
MRAA PARTNER MEMBER	\$3,859	3
MRAA PLATINUM MEMBER	\$3,275	4



## 10x20

	Rate	Passes
NON-MRAA MEMBER	\$7,178	2
MRAA PARTNER MEMBER	\$5,959	3
MRAA PLATINUM MEMBER	\$5,053	4

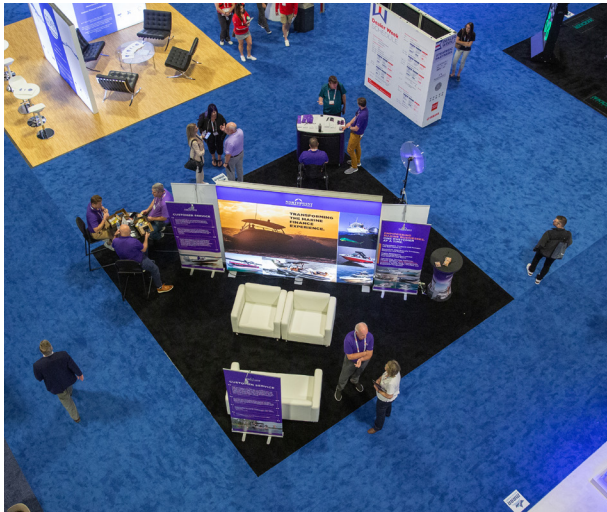
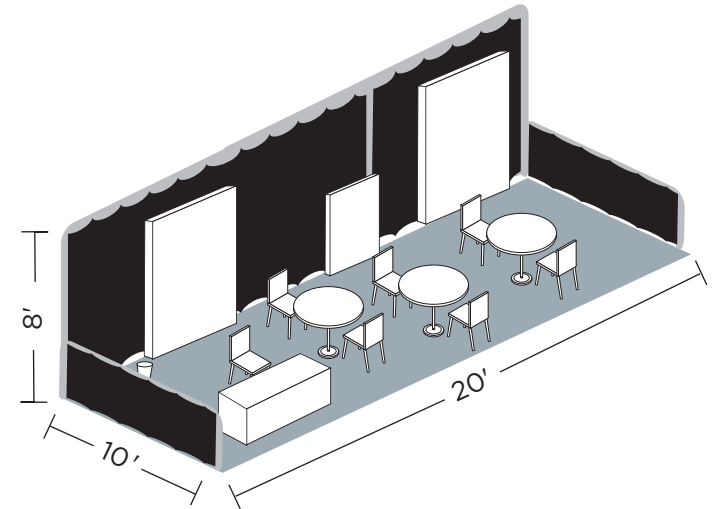


# 2024 BOOTH RATES



## 10x30

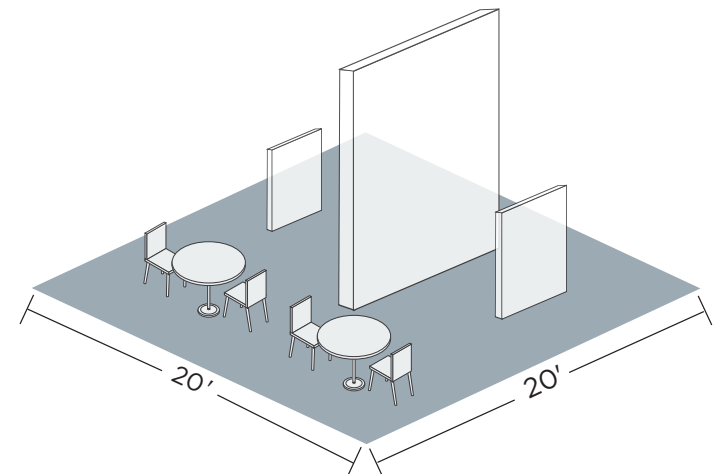
	Rate	Passes
NON-MRAA MEMBER	\$8,608	2
MRAA PARTNER MEMBER	\$7,860	3
MRAA PLATINUM MEMBER	\$6,668	4



## 20x20

	Rate	Passes
NON-MRAA MEMBER	\$10,302	2
MRAA PARTNER MEMBER	\$8,552	3
MRAA PLATINUM MEMBER	\$7,262	4

*Island booth, no shared walls necessary.*



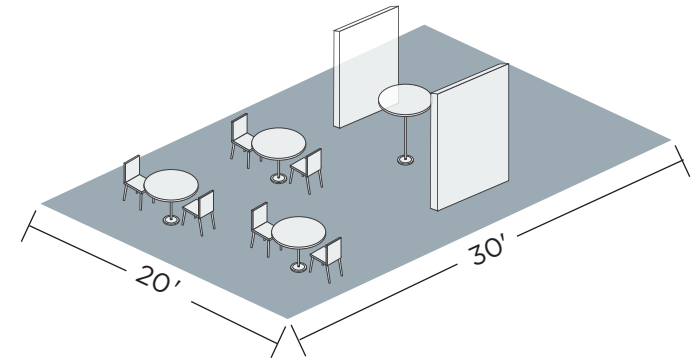


# 2024 BOOTH RATES



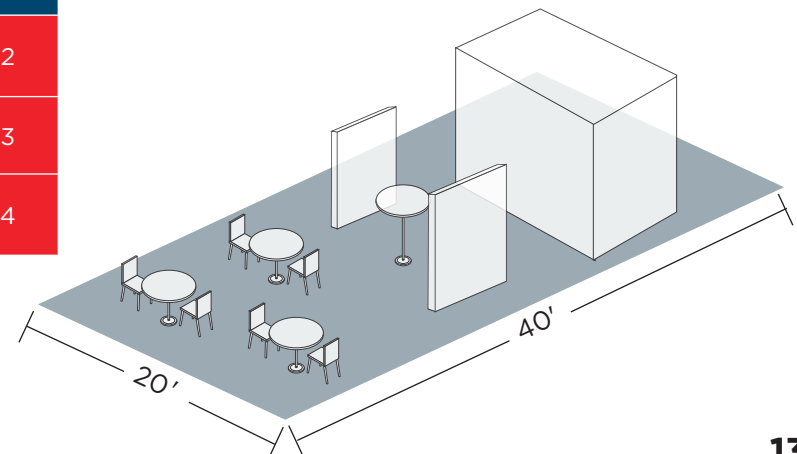
## 20x30

	Rate	Passes
NON-MRAA MEMBER	\$14,207	2
MRAA PARTNER MEMBER	\$11,792	3
MRAA PLATINUM MEMBER	\$10,009	4



## 20x40

	Rate	Passes
NON-MRAA MEMBER	\$17,353	2
MRAA PARTNER MEMBER	\$14,401	3
MRAA PLATINUM MEMBER	\$12,223	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.



40x40 Chris Craft booth at Dealer Week 2023



40x80 Correct Craft booth at Dealer Week 2023

30X30	Rate	Passes
NON-MRAA MEMBER	\$21,137	2
MRAA PARTNER MEMBER	\$17,546	3
MRAA PLATINUM MEMBER	\$14,893	4

40X40	Rate	Passes
NON-MRAA MEMBER	\$32,929	2
MRAA PARTNER MEMBER	\$27,332	3
MRAA PLATINUM MEMBER	\$23,196	4



80x40 Yamaha booth at Dealer Week 2023

30X40	Rate	Passes
NON-MRAA MEMBER	\$26,598	2
MRAA PARTNER MEMBER	\$22,076	3
MRAA PLATINUM MEMBER	\$18,742	4

40X60	Rate	Passes
NON-MRAA MEMBER	\$43,329	2
MRAA PARTNER MEMBER	\$37,412	3
MRAA PLATINUM MEMBER	\$33,036	4

40X80	Rate	Passes
NON-MRAA MEMBER	\$53,729	2
MRAA PARTNER MEMBER	\$47,492	3
MRAA PLATINUM MEMBER	\$42,876	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!



*Boats Group - Branded Bar and Specialty Cocktail during Networking Reception*



*Recreational Boating & Fishing Foundation - Education Pathway Sponsorship*

# CONTACT



## **Allison Gruhn**

Vice President of Business Development  
Marine Retailers Association of the Americas  
Office: 763-333-2419  
Email: [allison@mraa.com](mailto:allison@mraa.com)

## **Nichole Wishart**

Business Development Specialist  
Marine Retailers Association of the Americas  
Office: 763-402-7238  
Email: [nichole@mraa.com](mailto:nichole@mraa.com)



## **Gabrielle Ronnenberg**

Sales and Marketing Specialist  
Marine Retailers Association of the Americas  
Office: 763-272-4305  
Email: [gabrielle@mraa.com](mailto:gabrielle@mraa.com)