2025 Dealer Week Rate Card



Dates: December 7-10, 2025 Location: Tampa Convention Center, Tampa, FL

		# OF ST	# OF STAFF REGISTRATION PASSES				
20x20 booth Bulk Space		\$50,000 \$14/sq ft		8			
ATION CHAMPION	RATES	1 year rate	3 year rate	# OF ST		GISTRATION PASSES	
10x10 booth		\$18,600	\$15,500	4			
10x20 booth		\$20,040	\$16,700	5	5		
20x20 booth		\$22,800	\$19,000	6			
Bulk Space		\$14/sq ft \$14/sq		6			
		S		# OF ST		GISTRATION PASSES	
STANDARD PA		1					
PLATINUM PARTNER MEMBER RATE			\$ 5,500.00	2	2		
Dealer Week Boo	th Rates						
		NON-MRAA		MRAA STANDARD PART	NER	MRAA PLATINUM PARTN	
	SQ FT	MEMBER RATE	S	MEMBER RATES	I	MEMBER RATES	
BOOTH SIZE							
10x10 booth	100	\$4,880		\$4,052		\$3,439	
		\$4,880 \$7,537		\$4,052 \$6,257		\$3,439 \$5,306	
10x10 booth	100						
10x10 booth 10x20 booth	100 200	\$7,537		\$6,257		\$5,306	
10x10 booth 10x20 booth 10x30 booth	100 200 300	\$7,537 \$9,038		\$6,257 \$8,253		\$5,306 \$7,001	
10x10 booth 10x20 booth 10x30 booth 20x20 booth	100 200 300 400	\$7,537 \$9,038 \$10,817		\$6,257 \$8,253 \$8,980		\$5,306 \$7,001 \$7,625	
10x10 booth 10x20 booth 10x30 booth 20x20 booth 20x30 booth	100 200 300 400 600	\$7,537 \$9,038 \$10,817 \$14,917		\$6,257 \$8,253 \$8,980 \$12,382		\$5,306 \$7,001 \$7,625 \$10,509	
10x10 booth 10x20 booth 10x30 booth 20x20 booth 20x30 booth 20x40 booth	100 200 300 400 600 800	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221		\$6,257 \$8,253 \$8,980 \$12,382 \$15,121		\$5,306 \$7,001 \$7,625 \$10,509 \$12,834	
10x10 booth 10x20 booth 10x30 booth 20x20 booth 20x30 booth 20x40 booth 30x40 booth	100 200 300 400 600 800 1200	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928		\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180		\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679	
10x10 booth 10x20 booth 10x30 booth 20x20 booth 20x30 booth 20x40 booth 30x40 booth 40x40 booth	100 200 300 400 600 800 1200 1600	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928 \$34,575		\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180 \$28,699		\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679 \$24,356	
10x10 booth 10x20 booth 10x30 booth 20x20 booth 20x30 booth 20x40 booth 30x40 booth 40x40 booth 40x60 booth	100 200 300 400 600 800 1200 1600 2400	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928 \$34,575 \$45,495		\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180 \$28,699 \$39,283		\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679 \$24,356 \$34,688	
10x10 booth 10x20 booth 10x30 booth 20x20 booth 20x30 booth 20x40 booth 30x40 booth 40x40 booth 40x60 booth 40x80 booth	100 200 300 400 600 800 1200 1600 2400	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928 \$34,575 \$45,495 \$56,415		\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180 \$28,699 \$39,283 \$49,800		\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679 \$24,356 \$34,688 \$45,020	
10x10 booth 10x20 booth 10x30 booth 20x20 booth 20x30 booth 20x40 booth 30x40 booth 40x40 booth 40x80 booth Bulk Space	100 200 300 400 600 800 1200 1600 2400 3200 18 total	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928 \$34,575 \$45,495 \$56,415 \$16/sq ft \$6,500	N PASSES II	\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180 \$28,699 \$39,283 \$49,800 \$14/sq ft	PURCH	\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679 \$24,356 \$34,688 \$45,020 \$14/sq ft \$5,000	
10x10 booth 10x20 booth 10x30 booth 20x20 booth 20x30 booth 20x40 booth 30x40 booth 40x40 booth 40x80 booth Bulk Space	100 200 300 400 600 800 1200 1600 2400 3200 18 total	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928 \$34,575 \$45,495 \$56,415 \$16/sq ft \$6,500	N PASSES II	\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180 \$28,699 \$39,283 \$49,800 \$14/sq ft \$5,000	PURCH	\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679 \$24,356 \$34,688 \$45,020 \$14/sq ft \$5,000	
10x10 booth10x20 booth10x30 booth20x20 booth20x30 booth20x40 booth30x40 booth40x40 booth40x60 booth40x80 boothBulk SpaceDock Slips	100 200 300 400 600 800 1200 1600 2400 3200 18 total # OF STAFF	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928 \$34,575 \$45,495 \$56,415 \$16/sq ft \$6,500 REGISTRATIO		\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180 \$28,699 \$39,283 \$49,800 \$14/sq ft \$5,000	PURCH	\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679 \$24,356 \$34,688 \$34,688 \$45,020 \$14/sq ft \$5,000	
10x10 booth10x20 booth10x30 booth20x20 booth20x30 booth20x40 booth30x40 booth40x40 booth40x60 booth40x80 boothBulk SpaceDock Slips	100 200 300 400 600 800 1200 1600 2400 3200 18 total # OF STAFF	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928 \$34,575 \$45,495 \$56,415 \$16/sq ft \$6,500 REGISTRATIO 2		\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180 \$28,699 \$39,283 \$49,800 \$14/sq ft \$5,000	_	\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679 \$24,356 \$34,688 \$34,688 \$45,020 \$14/sq ft \$5,000	
10x10 booth10x20 booth10x30 booth20x20 booth20x30 booth20x40 booth30x40 booth40x40 booth40x60 booth40x80 boothBulk SpaceDock Slips	100 200 300 400 600 800 1200 1600 2400 3200 18 total # OF STAFF	\$7,537 \$9,038 \$10,817 \$14,917 \$18,221 \$27,928 \$34,575 \$45,495 \$56,415 \$16/sq ft \$6,500 REGISTRATIO 2 sgistration Pass	es*	\$6,257 \$8,253 \$8,980 \$12,382 \$15,121 \$23,180 \$28,699 \$39,283 \$49,800 \$14/sq ft \$5,000 NCLUDED WITH BOOTH 3	NER	\$5,306 \$7,001 \$7,625 \$10,509 \$12,834 \$19,679 \$24,356 \$34,688 \$45,020 \$14/sq ft \$5,000	

Non-Exhibiting Supplier Individual Registration Pass					
	NON-MRAA	MRAA STANDARD OR PLATINUM PARTNER			
	MEMBER RATE	MEMBER RATE			
	\$1,759	\$1,049			