



2025 Dealer Week Rate Card

Dates: December 7-10, 2025

Location: Tampa Convention Center, Tampa, FL

STRATEGIC PARTNER RATES		# OF STAFF REGISTRATION PASSES
20x20 booth	\$50,000	8
Bulk Space	\$14/sq ft	

EDUCATION CHAMPION RATES	1 year rate	3 year rate	# OF STAFF REGISTRATION PASSES
10x10 booth	\$18,600	\$15,500	4
10x20 booth	\$20,040	\$16,700	5
20x20 booth	\$22,800	\$19,000	6
Bulk Space	\$14/sq ft	\$14/sq ft	6

MRAA ANNUAL MEMBERSHIP RATES		# OF STAFF REGISTRATION PASSES
STANDARD PARTNER MEMBER RATE	\$ 1,600.00	1
PLATINUM PARTNER MEMBER RATE	\$ 5,500.00	2

2025 Dealer Week Booth Rates						
BOOTH SIZE	SQ FT	NON-MRAA MEMBER RATES	MRAA STANDARD PARTNER MEMBER RATES	MRAA PLATINUM PARTNER MEMBER RATES		
10x10 booth	100	\$4,880	\$4,052	\$3,439		
10x20 booth	200	\$7,537	\$6,257	\$5,306		
10x30 booth	300	\$9,038	\$8,253	\$7,001		
20x20 booth	400	\$10,817	\$8,980	\$7,625		
20x30 booth	600	\$14,917	\$12,382	\$10,509		
20x40 booth	800	\$18,221	\$15,121	\$12,834		
30x40 booth	1200	\$27,928	\$23,180	\$19,679		
40x40 booth	1600	\$34,575	\$28,699	\$24,356		
40x60 booth	2400	\$45,495	\$39,283	\$34,688		
40x80 booth	3200	\$56,415	\$49,800	\$45,020		
Bulk Space		\$16/sq ft	\$14/sq ft	\$14/sq ft		
Dock Slips	18 total	\$6,500	\$5,000	\$5,000		
# OF STAFF REGISTRATION PASSES INCLUDED WITH BOOTH PURCHASE						
		2	3	4		
Additional Exhibitor Staff Registration Passes*						
		NON-MRAA MEMBER RATE	MRAA STANDARD PARTNER MEMBER RATE	MRAA PLATINUM PARTNER MEMBER RATE		
		\$899	\$599	\$599		
<i>*Additional staff registration pass rates go up \$100.00 per badge on 11/1/2025.</i>						

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