



PARTNERSHIP GUIDE 2026



WHY PARTNER WITH MRAA

If your business benefits from the success of a healthy network of first-class dealers, then the Marine Retailers Association can help you achieve your goals.

By partnering with the MRAA, you get access to the most engaged, forward-thinking retailers in the industry, who are looking for like-minded businesses like yours to help them continue to grow.

Not only that, you help fuel MRAA's mission to strengthen retailers and ensure a business environment that is conducive to boat sales for the entire industry.



HOW MRAA IS FUELING DEALER SUCCESS

INSIGHTS

REAL-TIME DATA ON SALES TRENDS, WORKFORCE BENCHMARKS, TARIFF IMPACTS, INTEREST RATE EFFECTS, AND MARKET FORECASTS SO DEALERS CAN MAKE DECISIONS WITH CONFIDENCE INSTEAD OF RELYING ON GUT.

GUIDANCE

ONLINE COURSES, POSITION-SPECIFIC CERTIFICATIONS, BEST PRACTICES FROM TOP-PERFORMING DEALERS, AND DEALER WEEK EDUCATION THAT BRINGS DEALERS TOGETHER TO LEARN WHAT'S WORKING RIGHT NOW.

SOLUTIONS

CERTIFICATION PROGRAMS THAT ATTRACT CUSTOMERS, ADVOCACY THAT PROTECTS YOUR BUSINESS, AND READY-TO-USE TEMPLATES THAT DEALERS REFERENCE IN THEIR WORKFORCE PROCESSES.



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** / \$1,600 annually
- + Platinum Partner Membership** / \$5,500 annually
- + Boat Brand Partner Membership** / Starting at \$20,895 annually*
- + Education Champion Sponsorship** / Starting at \$16,275 annually*
- + Strategic Partnership** / 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.

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

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.
- » Digital ad with URL link displayed on MRAA platform.
- » Individual Platinum Partner Member Press Release announcement.
- » Opportunity to contribute thought leadership content and reach MRAA retail members with business solutions via MRAA's monthly *Spotlight*.
- » 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

BOAT BRAND PARTNER MEMBER

Developed specifically for boat brands interested in offering their dealers access to MRAA’s world-class educational programming, rather than producing education themselves, MRAA’s Boat Brand Partnership is designed to strengthen the dealer-boat brand relationship. By collaborating with MRAA, boat brands gain access to MRAA’s proven expertise in evaluating the health of their dealer networks and implementing tailored programs that empower dealers with the resources, insights and skills they need to succeed. This partnership demonstrates a boat builder’s commitment to fostering trust, cooperation and mutual success with its dealers.



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

- » 20x20 Booth Space and 6 attendee Registrations = \$23,950 (\$20,895/yr when you commit to 3 years)
+ \$4,500 per each additional brand you add into your dealer development program

EDUCATION CHAMPION PARTNER MEMBER

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

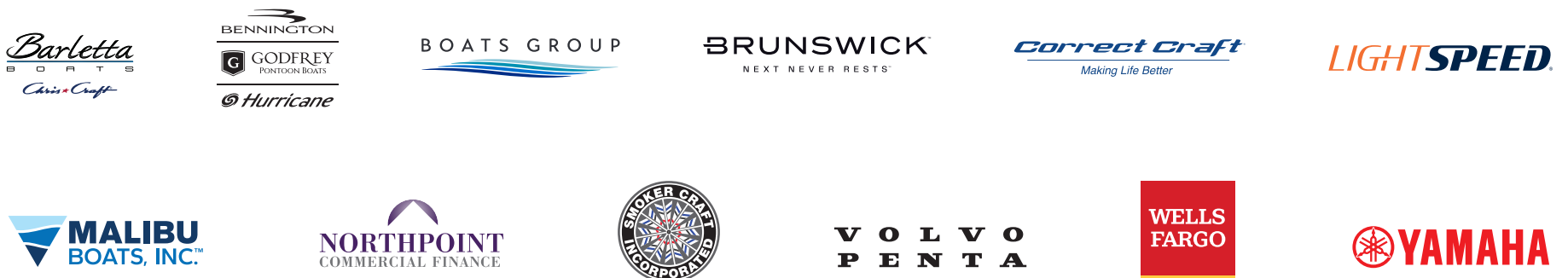
- » 10x10 Booth Space and 4 attendee Registrations = \$19,530 (\$16,275/yr when you commit to 3 years)
- » 10x20 Booth Space and 5 attendee Registrations = \$21,042 (\$17,535/yr when you commit to 3 years)
- » 20x20 Booth Space and 6 attendee Registrations = \$23,940 (\$19,950/yr when you commit to 3 years)

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



MAX 12 COMPANIES - 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. 6-9, 2026

TAMPA

PARTNERSHIP GUIDE 2026



2025 DEALER WEEK SNAPSHOT

600+

DEALER PARTICIPANTS

1,400+

INDUSTRY PARTICIPANTS

180

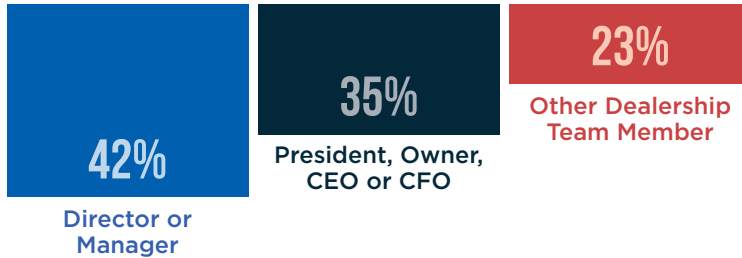
EXHIBITING COMPANIES

THE MARKET YOU NEED

Dealer Week partnership offers direct access to the industry leading partners who can become your contacts, your leads, and your clients.

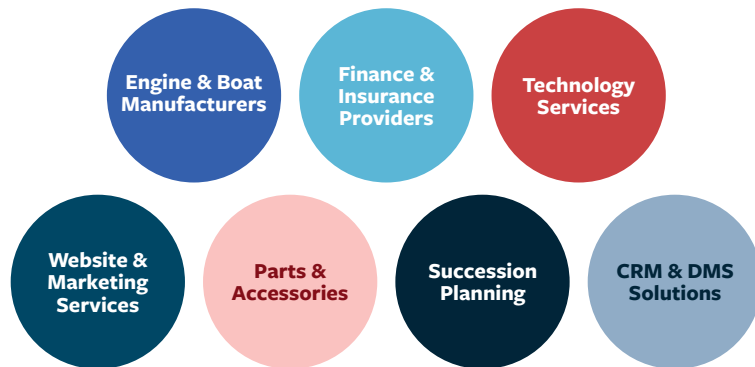
WHO THEY ARE

Percentages of attendees categorized by job tier

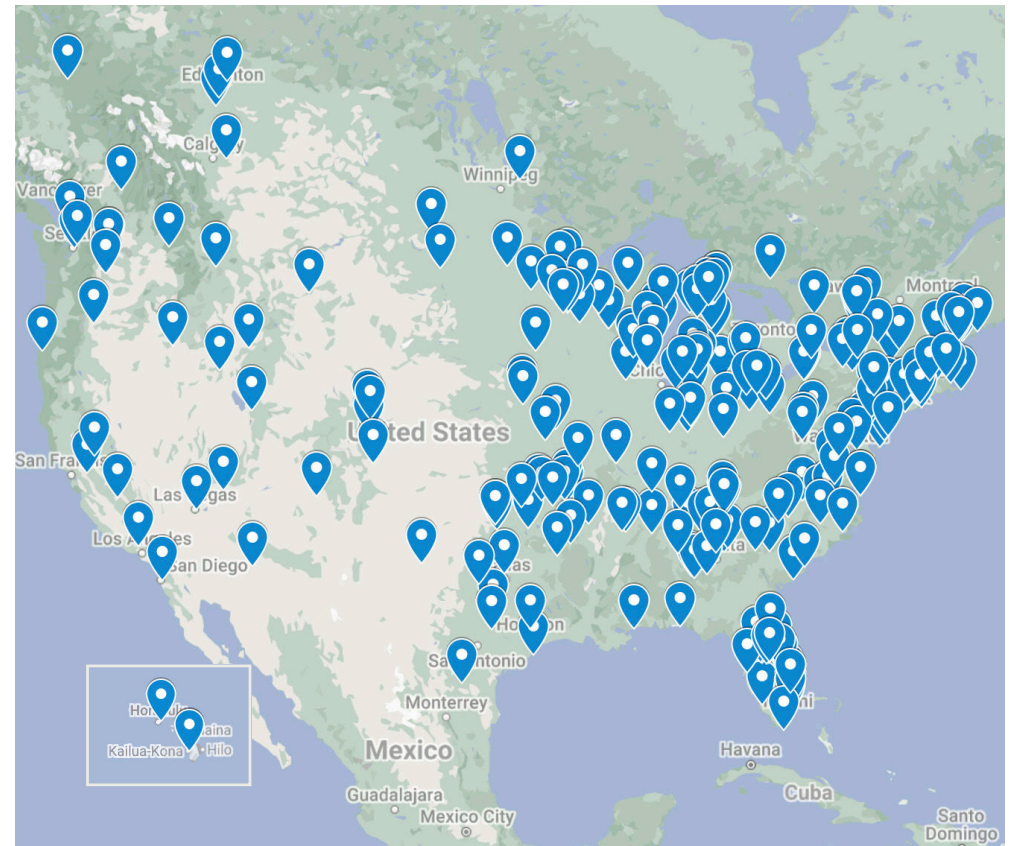


WHY THEY ATTEND

Popular business solutions attendees seek out at Dealer Week



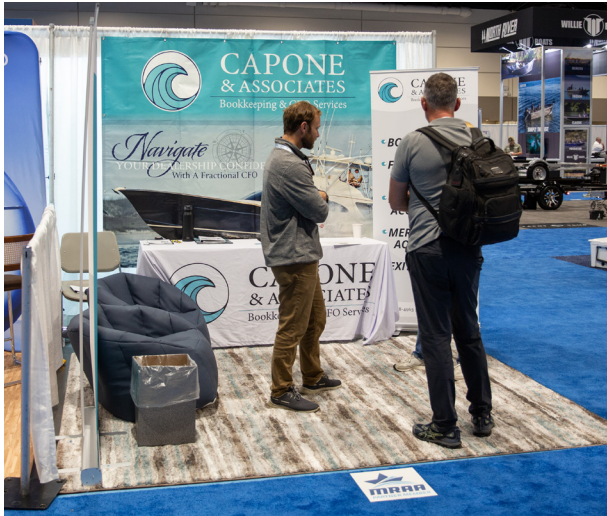
WHERE THEY'RE FROM



BOOTH SIZE OPTIONS



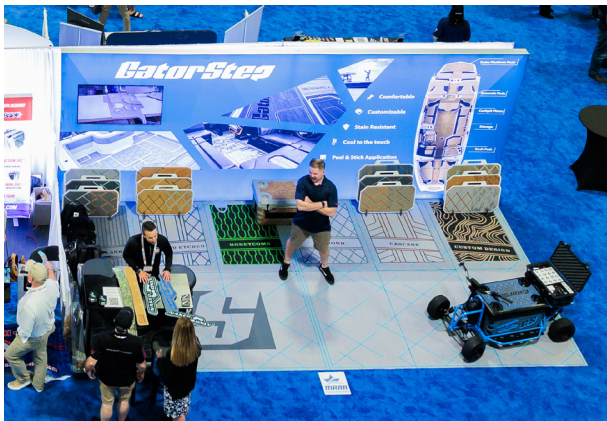
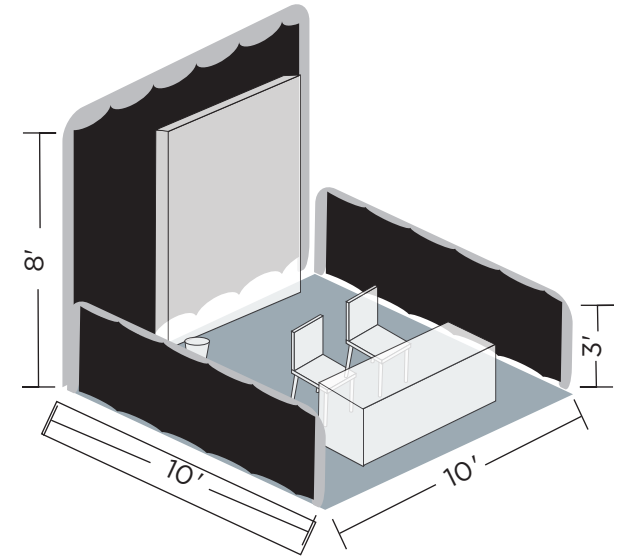
2026 BOOTH RATES



10x10

100 sq ft

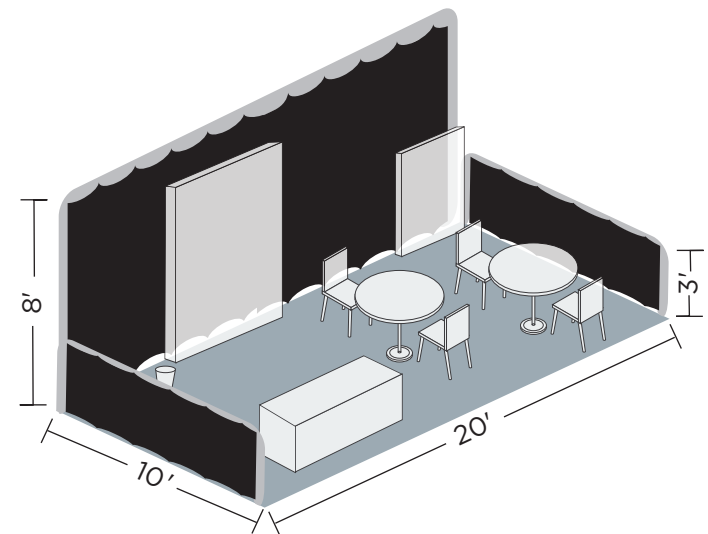
	Rate	Passes
NON-MRAA MEMBER	\$5,106	2
MRAA PARTNER MEMBER	\$4,255	3
MRAA PLATINUM MEMBER	\$3,617	4



10x20

200 sq ft

	Rate	Passes
NON-MRAA MEMBER	\$7,884	2
MRAA PARTNER MEMBER	\$6,570	3
MRAA PLATINUM MEMBER	\$5,585	4



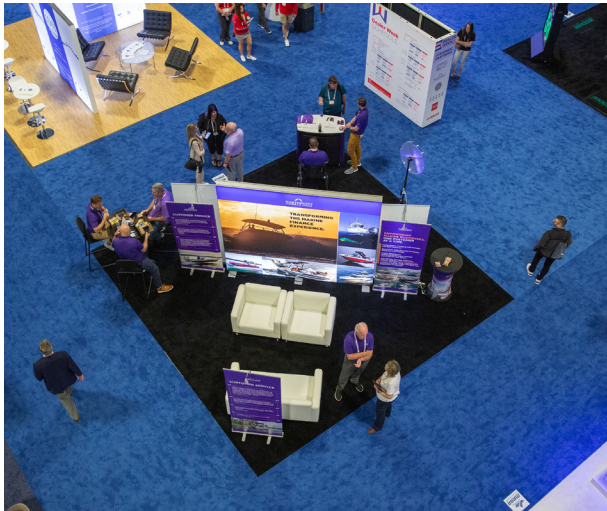
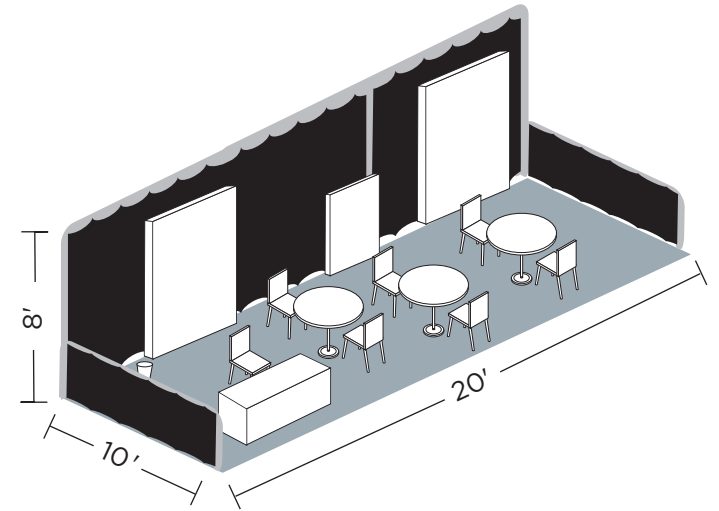
2026 BOOTH RATES



10x30

300 sq ft

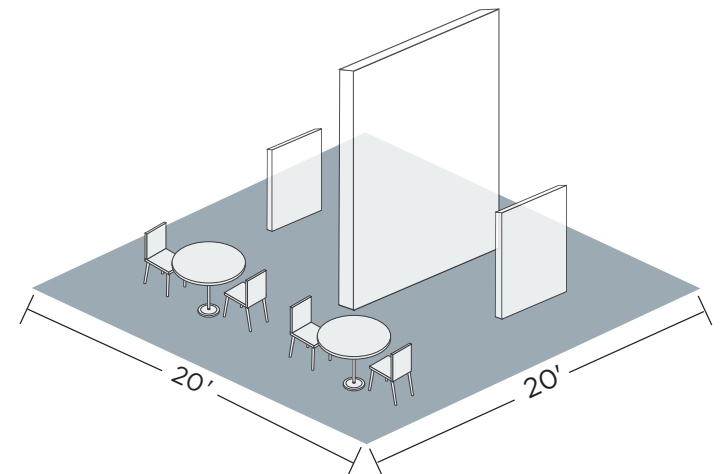
	Rate	Passes
NON-MRAA MEMBER	\$10,399	2
MRAA PARTNER MEMBER	\$8,666	3
MRAA PLATINUM MEMBER	\$7,366	4



20x20

400 sq ft

	Rate	Passes
NON-MRAA MEMBER	\$11,315	2
MRAA PARTNER MEMBER	\$9,429	3
MRAA PLATINUM MEMBER	\$8,015	4



**Island booth, no shared walls necessary.*

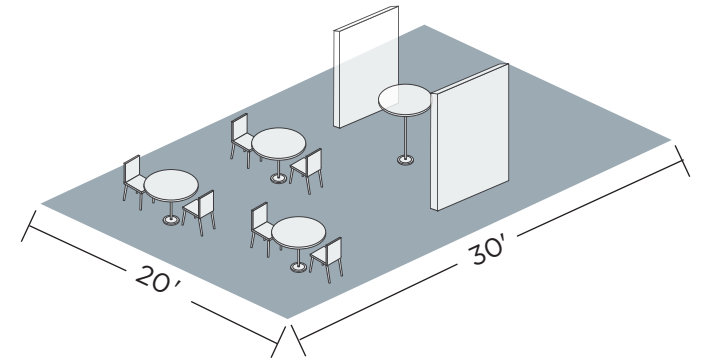
2026 BOOTH RATES



20x30

600 sq ft

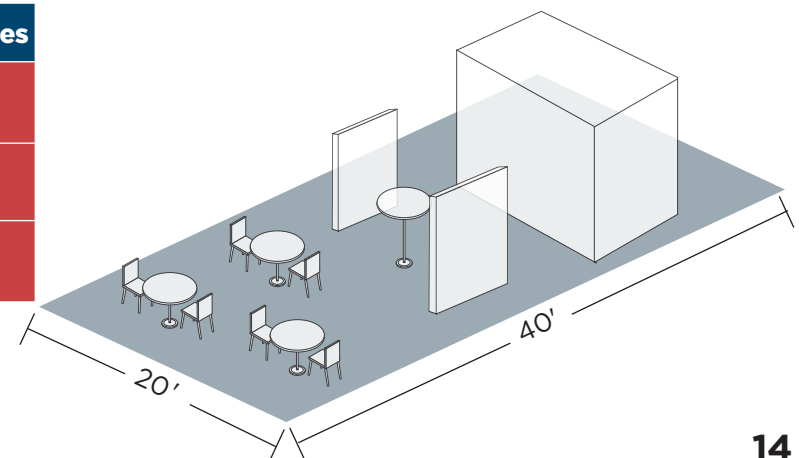
	Rate	Passes
NON-MRAA MEMBER	\$15,601	2
MRAA PARTNER MEMBER	\$13,001	3
MRAA PLATINUM MEMBER	\$11,051	4



20x40

800 sq ft

	Rate	Passes
NON-MRAA MEMBER	\$19,052	2
MRAA PARTNER MEMBER	\$15,877	3
MRAA PLATINUM MEMBER	\$13,495	4



WHATEVER FLOATS YOUR BOAT (DOCK SLIPS)

We also offer a limited number of dock slips at the Tampa Convention Center. Dock slips are a great way to provide an on-water experience with demos during the event, doubling your visibility and impact. Available only to exhibitors who purchase a booth on the expo floor, with priority based on MRAA Membership level.



DOCK SLIP	Rate
NON-MRAA MEMBER	\$6,500
MRAA PARTNER MEMBERS	\$5,000

LOOKING FOR A LARGER BOOTH?

We also offer these additional standard sizes to accommodate your booth space needs. Our partner AEX is also available to help you design and create a space that meets your display objectives and fits within your budget!



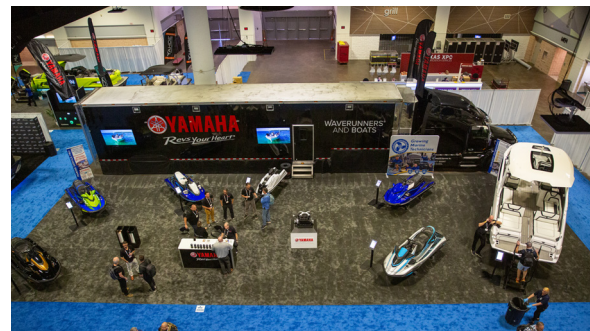
40x40 Chris Craft booth at Dealer Week 2023



40x80 Correct Craft booth at Dealer Week 2023

30X40 (1200 SQ FT)	Rate	Passes
NON-MRAA MEMBER	\$29,207	2
MRAA PARTNER MEMBER	\$24,339	3
MRAA PLATINUM MEMBER	\$20,688	4

40X60 (2400 SQ FT)	Rate	Passes
NON-MRAA MEMBER	\$45,495	2
MRAA PARTNER MEMBER	\$39,283	3
MRAA PLATINUM MEMBER	\$34,688	4



80x40 Yamaha booth at Dealer Week 2023

40X40 (1600 SQ FT)	Rate	Passes
NON-MRAA MEMBER	\$36,161	2
MRAA PARTNER MEMBER	\$30,134	3
MRAA PLATINUM MEMBER	\$25,614	4

BULK SPACE	Rate
NON-MRAA MEMBER	\$16/sq ft
MRAA PARTNER MEMBER	\$14/sq ft
MRAA PLATINUM MEMBER	\$14/sq ft

ADD'L. EXHIBITOR STAFF REGISTRATION PASSES*	Rate on or before 10/31/26	Rate after 11/1/26
NON-MRAA MEMBER	\$899	\$999
MRAA PARTNER MEMBER	\$599	\$699

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
- » Lanyards
- » Hotel Key Cards
- » 5k Fun Run Sponsorship
- » And more!

CONTACT US FOR MORE INFORMATION AND A FULL LIST OF SPONSORSHIP PACKAGES AND DELIVERABLES



Boats Group - Branded Bar and Specialty Cocktails during Networking Reception



De Antonio Yachts - Lanyard Sponsorship

