How to Get the Most Out of Dealer Week 2026

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Your MRAA/Dealer Week Team

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Your MRAA/Dealer Week Team

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24 DAYS TO GO
THE NEW FUNDAMENTALS



Dealer Week 2026

- Theme/goals
- Dealer Week footprint
- Tampa
- How to represent yourself at the booth
- QR Quest
- Engage in the education
- Engage with fellow exhibitors
- Networking Events
- Industry Celebration



THE NEW FUNDAMENTALS

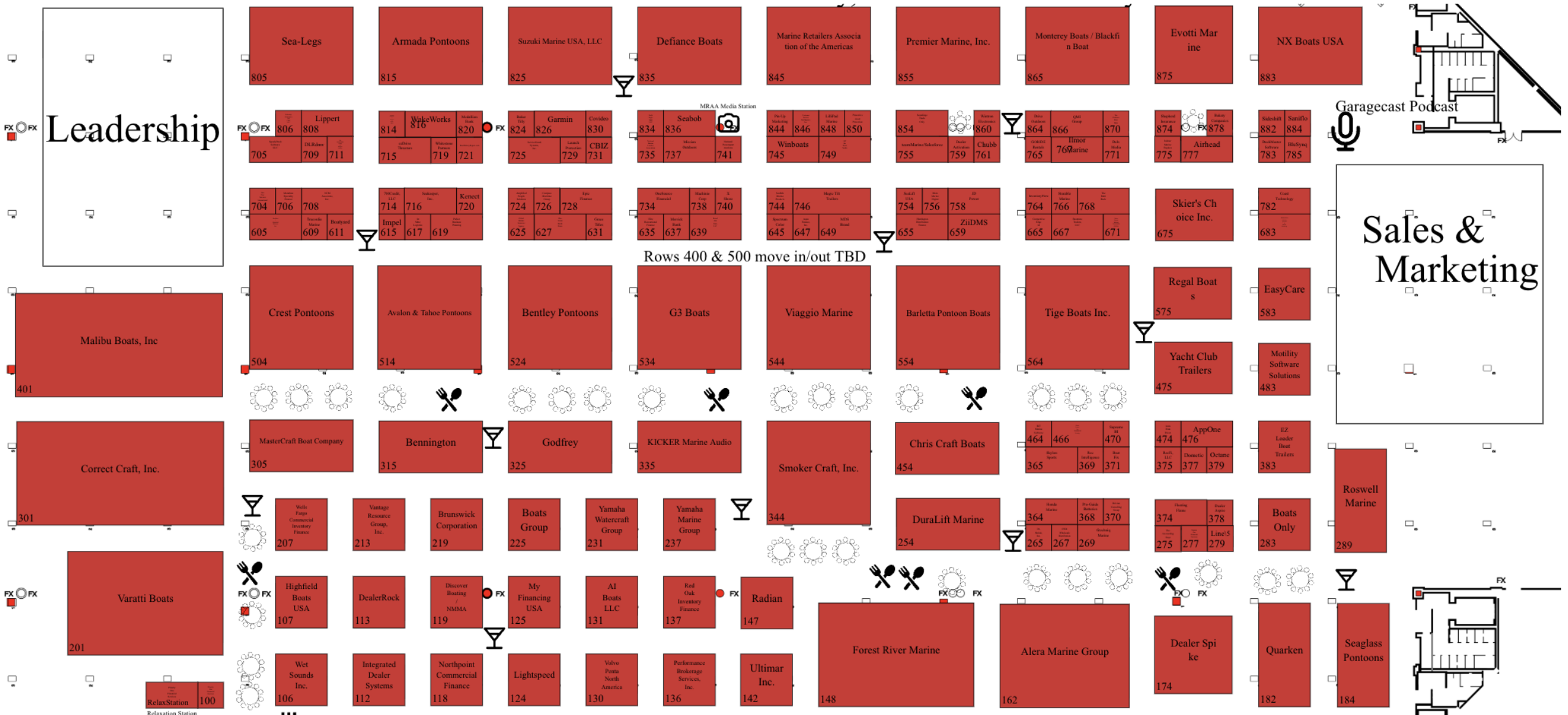
- A new era of dealer success, focused on fundamentals – smarter marketing, AI, stronger operations
- AI – Practical implementation
- Workforce – Ways to overcome obstacles
- Customer Landscape – Prep for today's needs and introduce future customers to boating

Expanded Dealer Week: Level 3

- Expo Hall
- Leadership Pathway
- Sales & Marketing Pathway
- Networking Receptions
- MRAA Solutions Center
- Seating, bars, food
- GarageCast Podcast



DEALER WEEK
The MRAA Conference and Expo

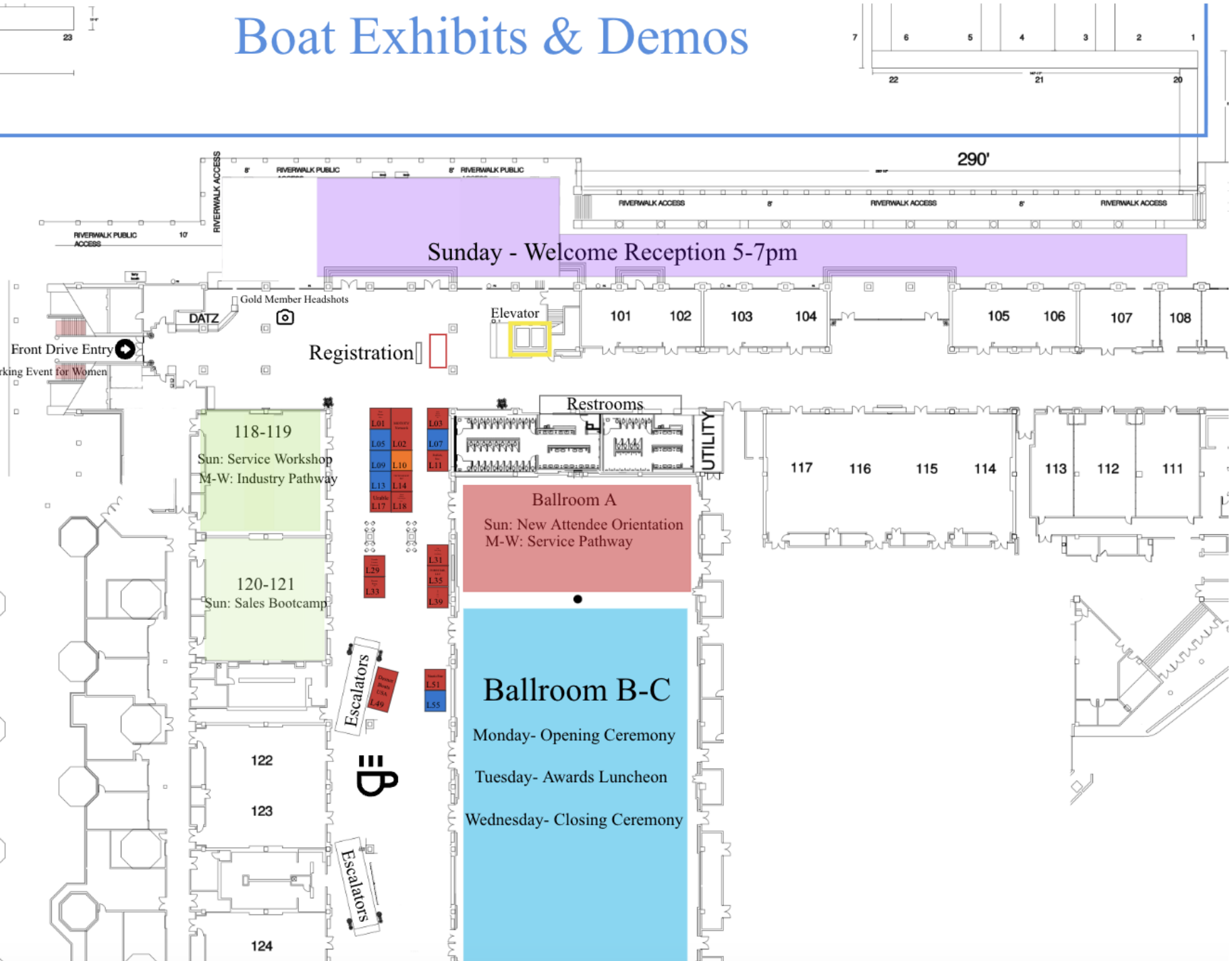


Expanded Dealer Week: Level 1

- Registration
- 15+ booths – Opening Sunday
- 2 Pre-Conference Workshops
- Ballroom (Keynotes, Awards)
- Morning coffee
- Parts & Service Pathway
- Industry Pathway
- Welcome Reception
- On-water exhibits/demos



Boat Exhibits & Demos



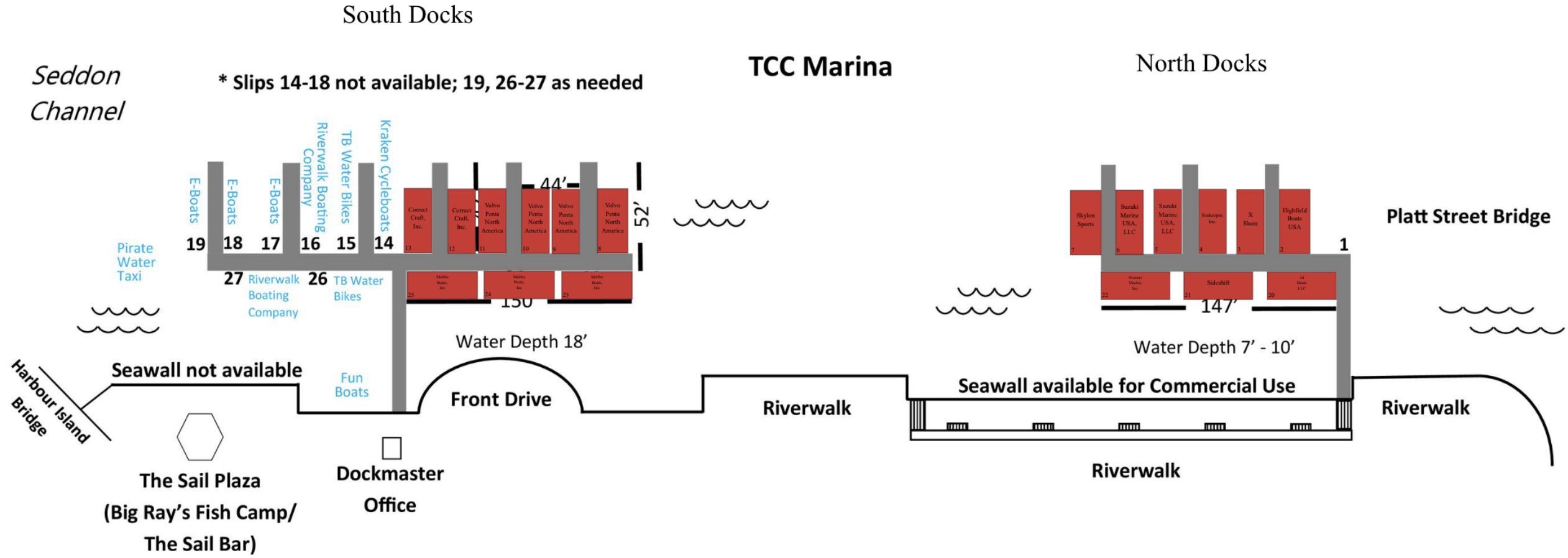
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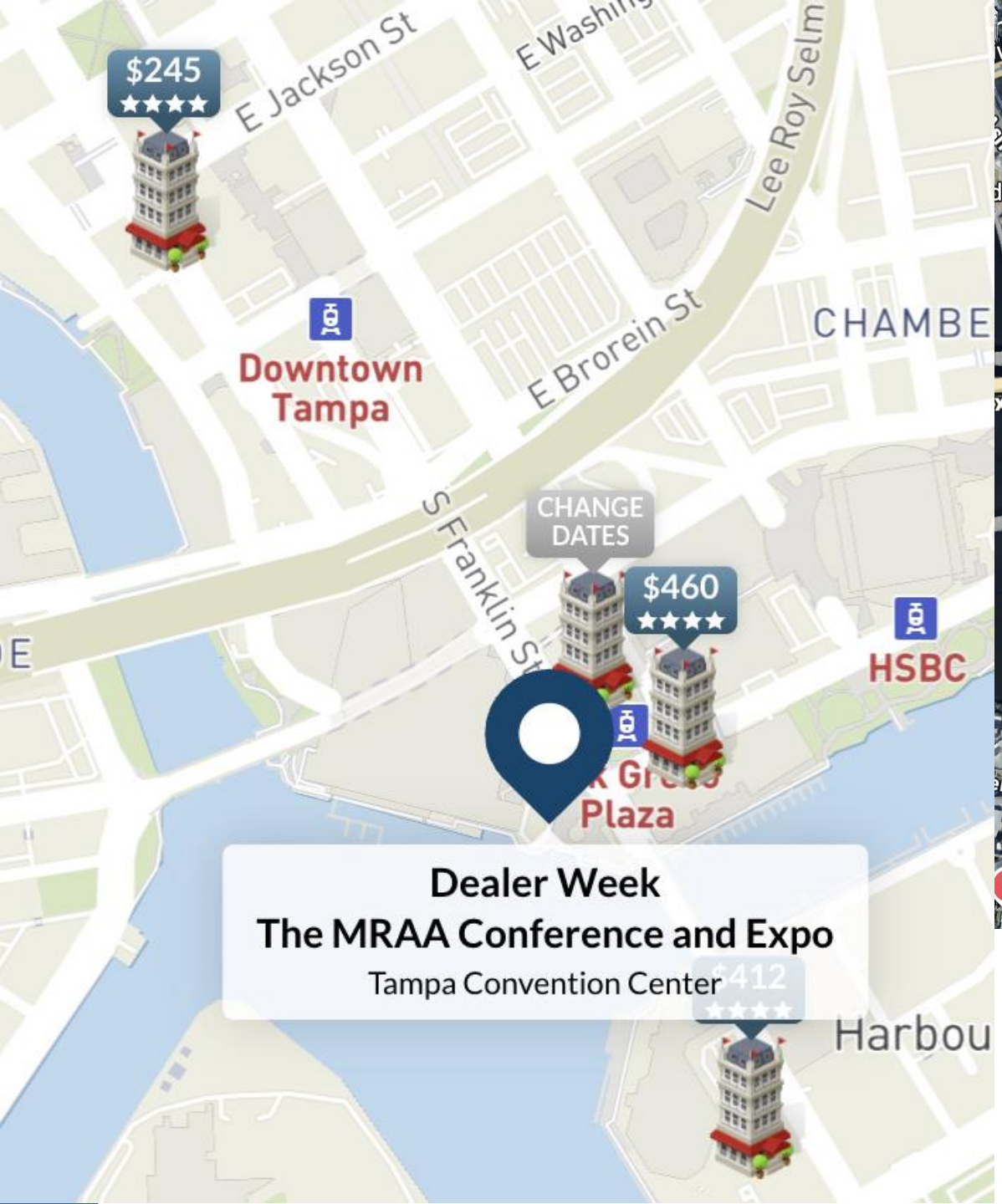
THE NEW FUNDAMENTALS

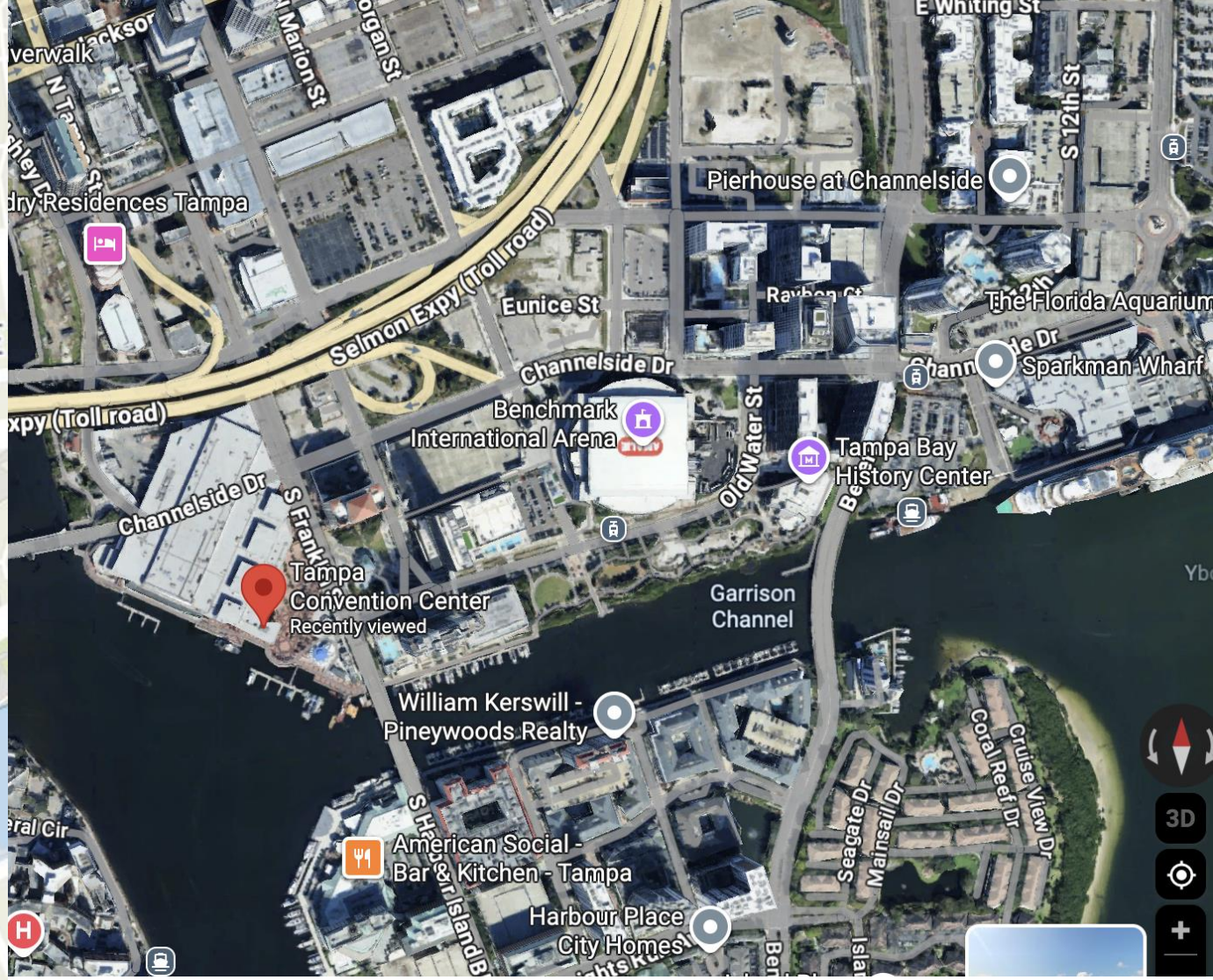
On-water Exhibits/Demos

- Outside on the Riverwalk
- Open starting Sunday evening
- Open at Expo Hall hours
- Demo rides
- If you have a slip, encourage folks to step outside




South Docks
Seddon Channel
* Slips 14-18 not available; 19, 26-27 as needed
TCC Marina
North Docks
E-Boats
E-Boats
E-Boats
Riverwalk Boating Company
TB Water Bikes
Kraken Cycleboats
19
18
17
16
15
14
44'
52'
Pirate Water Taxi
27
Riverwalk Boating Company
26
TB Water Bikes
150
Water Depth 18'
Seawall not available
Fun Boats
Front Drive
Riverwalk
Harbour Island Bridge
The Sail Plaza (Big Ray's Fish Camp/ The Sail Bar)
Dockmaster Office
Skylon Sports
Suzuki Marine USA, LLC
Suzuki Marine USA, LLC
X Shore
Highfield Boats USA
1
Platt Street Bridge
Sideshift
147'
Water Depth 7' - 10'
Seawall available for Commercial Use
Riverwalk
Riverwalk





[Tampa TECO Streetcar Info]

THE NEW FUNDAMENTALS

Logistics

- Register staff before getting on site
- Review the schedule
- Nov. 13 AEX discount deadline
- Move-in on time – Email from Sarah last week
- Suggested arrival:
  Saturday night or Sunday morning
- Suggested departure:
  Wednesday night or Thursday morning
- Taking someone to dinner? Choose Saturday, Sunday or Monday nights (after receptions)

Trusted Vendors

- AEX
- Aramark (F&B)
- Artistic Rentals (plants)
- AVGroup
- CORT (furniture)
- Edlen (electrical)
- EvolveCon/Hotel Maps
- FedEx
- LibertyCFS (freight)
- Rain Protection Insurance
- Sentry Security
- Smart City (internet)

Double Check Email Addresses

- @mraa.com
  - Sarah@mraa.com
  - LizK@mraa.com
  - Nichole@mraa.com
  - Kalinn@mraa.com
- @aexservices.com
  - orders@aexservices.com
  - Peter@aexservices.com
  - Risa@aexservices.com
  - Michayla@aexservices.com

Common Missteps

- Be mindful of shipping deadlines
- Have your tracking info on hand – Numbers, carriers, how many pieces
- Everything must fit in your booth space
- Don’t block line of sight
- Backlighting
- Don’t flyer/distribute materials beyond your booth (ex. common seating areas)
- Arrive on time, don’t leave early

Booth Presence

- Be cognizant of the schedule
- Be prepared as folks enter for the day, exit classrooms and enter classrooms
- Know your audience
- Engage with them about their business



QR Quest

- Designed to drive traffic
- QR codes distributed before expo
- Exhibitor schedule on the back of the code
- Have it ready for dealers, but not on display
- Dealers will scan with their phones in the Dealer Week app
- Use it to spark conversation
- Still time to donate a prize!
- Prizes awarded Wednesday morning
- Need a spare? Let your rep know!

Wednesday Power Hour

- Last hour of expo time
- 10-11 a.m. Wednesday
- Make the most of your last chance to see key contacts
- Don’t start packing yet!



Engage in the Education

- World-class NPS education
- Opening Keynote/Ceremony
- Leadership, Sales & Marketing, Service & Parts, Industry
- Included in your pass
- Network with dealers
- Learn something new
- Allow the dealers to sit before you



Engage with Other Exhibitors

- 180+ exhibitors
- 40+ new exhibitors
- Two floors of expo
- 70+ boat brands
- Learn about the market
- Develop relationships
- Develop partnerships



Networking Receptions/Events

- Welcome Reception
- Women's Networking
- Monday Lunch
- Monday Evening
- Awards Celebration
- Tuesday Evening



Industry Celebration

- Annual event
- Glow theme
- Wear bright colors or white
- Sponsored by KICKER Marine Audio
- Splitsville Tiki & Social
- Bowling, games, food, drinks
- Highlight for many



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