

NOVI BOAT SHOW

Attendee Demographics

10,000 Motivated Boat Buyers expected!

- 50% prime market ages 35 - 54 yrs.
- 47% report incomes over \$100,000
- 88% own their home
- 53% own a boat
- **71% plan to buy a boat within 6 months to 2 years!**

Secure your space, return your contract with payment by Oct. 1!

The show has been completely sold out the last few years and exhibitor demand is increasing! Submit your contract with your payment and space change request form (if applicable) by October 1.



Expansion coming in 2019!

The Suburban Collection Showplace is expanding in 2019, and so is the Novi Boat Show! Ask Bethany about expansion deals for next year. We know many exhibitors have been wanting to grow for years - now is your chance, don't miss out!

noviboatshow.com

March 15-18, 2018
Suburban Collection Showplace

Michigan sees 7 years of continued growth in retail sales!

According to the NMMA, in 2016 **retail expenditures** of new powerboats, engines, trailers and accessory purchases grew nationally, **but Michigan outpaced the rest of the country for the 7th year in a row** with a nearly 9 percent increase, spending \$8.7 million! **Don't miss this opportunity to gain your market share of the growing Michigan boating market!**

Boat shows are the ONLY marketing channel that **allows buyers** to both **compare their boat options** (price/brand/models) side by side and board boats—elements rated by buyers as the two most important factors influencing their boat buying decision (76% and 74% respectively).

MBIA Partnership

We are committed to helping you take advantage of consumers' pent-up demand and growing confidence. MBIA boat shows fund year-round efforts which help our industry and your business grow. If you're not already an MBIA member, contact us to find out more and **receive a discount on your exhibit space.**



Produced Boat Shows:

DETROIT
BOAT
SHOW

NOVI
BOAT
SHOW

METRO
BOAT
SHOW

Rates

Bulk Space

Member - \$4.20/sq.ft.*
Non-Member - \$6.55/sq.ft.*

Booth Space

10' x 10' Non-Corner Booth
Member - \$500*
Non-Member - \$700*
10' x 10' Corner Booth
Member - \$600*
Non-Member - \$800*
10' x 15' Booth
Member - \$730*
Non-Member - \$930*

* PLUS a \$25 contract charge per Exhibitor to be used for the Grow Boating Initiative.

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