



HARBORSIDE MARKET

MARCH 14-17, 2019 · SUBURBAN COLLECTION SHOWCASE · WWW.HARBORSIDE.MARKET



NEW *this year...*

The Harborside Market is coming to the newly expanded Suburban Collection Showcase alongside the Novi Boat Show. The Novi Boat Show is the premier boat show in Novi for the past 26 years. The Market will be right inside the single entrance for all attendees, featuring high-end products for lakefront property owners, boat owners, and outdoor enthusiasts.

CONTACT

Are you interested in participating in the Harborside Market? Contact Bethany Sly for more information.

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WWW.HARBORSIDE.MARKET

TARGET AUDIENCE

The Harborside Market will be marketed to a target audience of affluent adults throughout southeast Michigan with an advertising budget of \$170,000! The show is located in Oakland County – the wealthiest county in Michigan.

50% prime market ages 35-54
47% with \$100,000+ incomes

88% own their home
61% own 1 or more boats

GROW WITH US

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 \$868 million! **Don't miss this opportunity to gain your market share!**

HOW TO JOIN

The Novi Boat Show has been completely sold out the last few years and exhibitor demand is high for space in the expansion! Contact Bethany Sly today to reserve your space – the deadline is January 14th.

BOOTH SPACE: 10x10: \$700 • 10x15: \$930



MBIA boat shows fund efforts helping our industry and your business grow. If you're not an MBIA member, contact us to find out more and receive a discount on your exhibit space.