

**PROGRESSIVE®**



**January 27- February 4, 2024**  
**Huntington Place (Formerly Cobo Center)**

Greetings! We're just a couple months away from move in at the Detroit Boat Show. Please see important updates and reminders below, and reach out to our office with any questions.

[Click here](#) for the Exhibitor Information including CSS and Huntington Place orders - Deadlines are next month for discounts! MBIA Order forms on Boat Show Manager are Due November 22!

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### **Trade Show Selling Seminar at MBIA Conference**

Brush up on selling tactics before boat shows next year, maximize the return on your investment with knowledgeable and educated sales staff!

#### **Trade Show Selling**

**Greg Coyne, Sandler Training**

Most salespeople and leaders get ready for a trade show, but what does that really mean? Did you know that 75% of all leads at a trade show are not follow-up on? Most people do not start with the end in mind. Greg Coyne will take you through "Trade Show Selling," a session that will prepare you for the pre-show activities necessary, the actual show itself and the post show activities, to make every show a success. Attendees will walk away with a plan to take their exhibition to the next level. Get REAL leads that you can turn into business and never let a lead go unfulfilled again.

**Click here to register.** Please note: Hotel room block discount (for RBEC) ends TODAY!

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### **Electrical Orders with Freeman Now Available.**

[Click here for online ordering.](#)

*To receive an additional discount on select items, place your order online prior to the discount price deadline of December 20, 2023.*

Our goal at Freeman is to help you have a successful event. If you need assistance or have any questions, please contact Exhibitor Support at (888) 508-5054.

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### **Marriott Room Block Now Open**

We have negotiated a discounted room rate for our Detroit Boat Show exhibitors of \$169 per night (King or two queens) as well as \$15/day valet parking and \$25/night valet parking fee with in and out privileges. Also note, the hotel has been completely updated, however, the pool will be under construction at the time of our event.

### **Book your group rate for MBIA Detroit Boat Show M-QKPG85H**

If you are told the room block is full, please contact Nicki Polan at [npolan@mbia.org](mailto:npolan@mbia.org) or 734.261.0123, ext. 4. **Deadline to make a reservation is January 8th, 2024!**

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## **Wide Load Permits Needed**

We have requested that the Michigan Department of Transportation assist the Detroit Boat Show and its exhibitors to accommodate shipments of oversize loads to and from Huntington Place (previously Cobo Center) in Detroit. The Department's assistance and cooperation has been greatly appreciated in the past.

Oversize loads should be permitted to and from Cobo Center for our Move-in starting Wednesday, January 17, 2024 from 6:00 a.m. through Saturday, January 27, 2024, 8 a.m.

And for Move-out after the show from Sunday, February 4, 2024 from 6 p.m. through Thursday, February 8, 2024 midnight.

Please visit the permit website [www.michigan.gov/mdotmpg](http://www.michigan.gov/mdotmpg) for the application or contact the Transport Permits Unit phone number of 517.241.8999 for assistance with the Oversize/Overweight (MiTRIP) application.

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## **Promote the Show with NEW Digital Media Toolkit**

**Click here** to access Exhibitor and Show Graphics, show poster, sample social media posts and more!

Share the news, we have a lot of exciting promotions coming to the show including:

- Captain Sandy from BELOW DECK
- Return of the popular Waterwalkerz!
- Live music at the Tiki Bar
- Kids Crafts including bag stamping
- The Lawn gathering area
- Paint a Paddle
- Career Days
- and much more!

**MEET Captain Sandy**  
from  
**BELOW DECK**  
SAILING YACHT

**Saturday, February 3**  
**11am-1pm & 2pm-4pm**  
at the

**PROGRESSIVE**  
**DETROIT BOAT SHOW**  
January 27- February 4, 2024  
Huntington Place (Formerly Cobo Center)

The graphic features a woman, Captain Sandy, in a white captain's uniform with epaulettes, standing with her arms crossed against a background of a boat's interior. The text is arranged in a yellow banner on the left and a white banner on the right, with the Detroit Boat Show logo at the bottom.

Michigan Boating Industries Association | 8625 Richardson Road, Commerce Township, MI  
48390

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