

PROGRESSIVE

DETROIT BOAT SHOW

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



Greetings!

As the temperatures turn colder, the Progressive Detroit Boat Show draws closer and closer. We are excited to host you back at Huntington Place (Cobo) again in 2024 for this important selling event.

Reminder: Show dates are January 27 - February 4, 2024

The show will run for 9 days - show hours: Saturdays: 11am – 8pm, Sundays & Monday: 11am – 6pm, Tuesday – Friday: 3pm – 9pm

NEW! Exhibitor Marketing Toolkit

Market the show and your business with a new [Exhibitor Toolkit](#) available on the Detroit Boat Show website. Find show logos, poster, general show graphics for websites / social media as well as additional graphics that say **"COME SEE US AT DETROIT BOAT SHOW"** with space to add your own dealership or brand logos and/or booth number to those graphics.

Our biggest promotion planned for this year, hosting Captain Sandy from BELOW DECK is gaining lots of traction on social media already, be sure to promote her appearances to your audience! More promotions include live music in the Tiki Bar, The Lawn - games and gathering area, kids zone, return of the Waterwalkerz!, special admission days, Career Days and more! Please send any special promotions you're planning for the event in your exhibit so we can add to the list and help promote!

Exhibitor Discount Ticket Procedure

Each Exhibitor will receive their free co-promotion tickets for exhibiting in the 2024 Progressive Detroit Boat Show either by mail or hand delivered in mid-November, and 1 promo code sent via email, to order additional exhibitor discount tickets. Please see list below for the quantity of free co-promotion tickets exhibitors will receive based on space size if contracted prior to Oct. 27th 2023:

Exhibit Size (In Feet) Promotion (up to)	# Free Tickets	Actual Value of
100 ≤ 200	30	\$390
201 ≤ 400	46	\$598
401 ≤ 700	62	\$806
701 ≤ 1,000	93	\$1,209
1,001 ≤ 2,000	154	\$2,002
2,001 ≤ 4,000	184	\$2,392
4,001 ≤ 7,000	307	\$3,991
7,001 ≤ 10,000	614	\$7,982
> 10,000	1,075	\$13,975

If contracted **after** Oct. 27th 2023 you will receive 30 free co-promotion tickets.

To purchase additional tickets for consumers, exhibitors receive a 50% discount on online tickets. **Each Exhibitor will receive a promo code by November 15, 2023**, that can be utilized. To use the promo code you will go to the Detroit Boat Show website, click on BUY TICKETS, select the quantity of tickets to order, enter promo code at checkout. Exhibitors will have the option to email, print, or text the tickets to/for their customer.

Important:

- Exhibitors have been given a limited number of promo tickets with your discount code based on your space size. If you need additional tickets, please contact Jessica Baker at jbaker@mbia.org or call 734-261-0123 x1 to apply for an exception.
 - Booths – 50 discount tickets
 - Bulk – 250 discount tickets
- Be sure you do not share this promo code with others. If reporting shows outside usage of this code, you will be charged the full ticket price for all tickets, not 50% off.
- Tickets will not be printed in the show office, so they should be purchased

prior to the show and then placed in will call.

Career Days - Volunteers Needed

Help address the critical need in our industry for qualified employees by participating in Career Days at the Show. Students and people interested in careers in the boating industry will be invited to come to the show free of charge during show hours, Monday - Friday to learn more about the industry and careers available. We're looking for exhibitors at the show to be **"Education Stops"** at the show to speak with students about your experience in the marine industry, types of jobs in the industry, and openings or internships they can apply for. Your business would gain extra promotion by being mentioned in our press releases, the Career Days Printed Program, on the show's website, and through other marketing initiatives. Let's steer them in the right direction, sign up to be part of Career Days by contacting Skylar Szymanski at 734-261-0123 ext. 0 or skylars@mbia.org.



Invitation to participate [here](#), Flyer and ticket voucher [here](#).

Please contact the crew at MBIA with any questions about the Progressive Detroit Boat Show!

[Nicki Polan](#), [Bethany Sly](#), [Amanda Wendecker](#), [Jessica Baker](#), and [Skylar Szymanski](#)

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

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