

Amid economic concerns... boat shows remain the strongest selling venue for our industry!

55 percent of boat buyers attended a boat show within six months prior to their purchase!

Boat Shows are the strongest "call to action" when it comes to communicating with potential buyers!

Michigan State University's Recreational Marine Research Center (RMRC) revealed 60 percent of responding parties who attended at least one of the nine boat shows studied in the 2007 survey were considering the purchase of a new or pre-owned boat in the future. Twenty percent of these parties came to a show with the intention of purchasing a boat. Fifty-three percent of parties, who had no intention of buying a boat at a show, became interested as a result of attending a show.

Call Today to reserve your space at an MBIA produced boat show.

For more information or to sign up for space and/or free Boat Show News alerts, call Neil Williams at 800.932.2628, ext. 202 or nwilliams@mbia.org



www.detroitboatshow.net



www.springboatingexpo.net