

# 4th Annual Boating & Outdoor Festival

[www.boatingandoutdoorfest.com](http://www.boatingandoutdoorfest.com)

September 19 – 22, 2013  
Lake St. Clair Metropark  
31300 Metro Parkway  
Harrison Twp., MI 48045



Celebrating its 4<sup>th</sup> year as southeast Michigan's only fall in-water boat show, the Boating & Outdoor Festival continues to grow! **Hundreds of exhibitors and hundreds of boats** on display on-land and in-water along with other outdoor related equipment, gear and accessories.



The Festival features boats from 10 to 60 ft. in length including cruisers, center console fishing boats, runabouts, yachts, pontoon boats, sailboats, personal watercraft, aluminum fishing boats, and more. Marinas, dockage, canvas, electronics, and other boating related exhibits are featured as well.

**More than 10,000 people in 4 days.** Waterfront living exhibits, Artwalk, fishing features, ATVs, SUPs, Kayaks and other outdoor exhibits make this boating festival an **exciting marketplace** for thousands of outdoor minded people from surrounding counties and Canada. Macomb, Wayne and Oakland counties have the highest number of boats per capita in Michigan with more than 200,000 registered boats on file.



**Powerful advertising, PR and Social Media campaigns** assure this Festival is highly promoted and to the right demographic.

**The right demographics!** Nearly 50% of attendees to this Festival have household incomes over \$100,000. 43% are in the prime market age of 35 – 54 years old. 56% of the attendees own a boat and 61% of the

attendees plan to purchase a boat.

**Special promotions** bring in the boating crowds and families looking to discover the boating lifestyle. Metropark amenities, food, attractions, live music, tiki bar, kids activities and so much more make this event a must attend every year and keeps customers at the show longer.

This Festival is one of three boat shows produced by the MBIA with more than 55 years of professional boat show production experience.



**Participating in boat shows is a proven method** for marketing your business and selling your products and services. It's the only advertising medium that lets consumers see, feel, touch, try, and experience while making their decision to buy. Nothing rivals the power of face-to-face interaction and the actual feeling you get when you climb aboard! So climb aboard and reserve your space today!

***For questions on space availability contact Bethany Sly at the MBIA – 734.261.0123 ext. 2 or bsly@mbia.org***