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## Progressive Detroit Boat Show move to January is a win for everyone

**COMMERCE TWP, MICH. – December 2019** – With the North American Auto Show in Detroit announcing its date change to June, the Michigan Boating Industries Association (MBIA) producer of the Progressive Detroit Boat Show was quick to jump on board and move the boat show back to January.

“For many years the Detroit Boat Show had late January dates, but with the growing Auto Show it got pushed later into the year to a February date pattern,” said MBIA Executive Director and Progressive Detroit Boat Show Manager Nicki Polan. “We are pleased to have the opportunity to move back as there are many reasons January dates will benefit our exhibitors as well as boat buyers in our state.”

The move to January gives new boat buyers the time they need to learn more about this great American pastime. A boat show is the best place to discover boating by talking to experts and other boaters about which boat is right for you. It is also a great place to find out how affordable boats can be, as they are financed longer, and depreciate at a much slower rate than cars. With this knowledge under their belt, boaters are ready to start shopping.

Polan explained that unlike the auto shows, boat shows are strong selling events, and boats are manufactured much differently than cars. “If you are ordering a new boat and want to have it customized, it is important to get your purchase order in early enough to assure your boat is ready for spring launch,” said Polan

With new models and features being debuted, the show is one stop shopping with financing and purchasing happening right on the show floor. Many dealers attribute up to half of their annual sales from sales and leads gained from this show and are looking forward for the move to January.

“We’re happy and excited to have the Detroit boat show moving to the new January spot! This will assist us in not only extending the selling season but being able to pass along the very best deals to our customers a full month earlier.” said Patti Smith, Vice President of Silver Spray Sports in Fenton. “First quarter pricing plus getting customers’ orders to manufacturers earlier, will help our buyers be assured that their boats arrive exactly as they want them and on time for spring delivery. This is a win-win situation for customers, their families, and dealers alike!”

The Progressive Detroit Boat Show is January 18 – 26 at TCF Center in Detroit. The show will span nearly 500,000 square feet and showcase hundreds of boats from top dealers around Michigan and the Great Lakes. The show also offers exhibits selling boating accessories and services including motors, dockage, water toys, skiing and wakeboarding gear, boating and fishing accessories, electronics, boat gear, nautical gifts, artwork and much more.

Promotions featured this year include an live and interactive stingray encounter that is fun and educational for people of all ages, Career Days for high school and college students, kid's craft area, meet a live mermaid princess, the ever-popular water rollerz, contests and giveaways, Broadcast Center with local radio street teams, a free boater safety course, and MORE! Plus, enter to win \$1,000 to spend with an exhibitor at the show and a tropical getaway from Great Lakes Scuttlebutt!

Tickets and hotel accommodations at the Courtyard by Marriott are available at [www.detroitboatshow.net](http://www.detroitboatshow.net). Admission to the boat show is \$13 for adults; children 12 and under are free with an adult. HOURS: Saturdays: 11 a.m. – 8 p.m.; Sundays & Monday: 11 a.m. – 6 p.m.; Tuesday through Friday: 3 p.m. – 9 p.m. Parking is available at TCF Center and surrounding lots. The Detroit Boat Show is owned and produced by the Michigan Boating Industries Association (MBIA), the voice of boating in Michigan. Revenue generated from this event is returned to fund boater's interests via MBIA's programs and services. FOR MORE INFORMATION visit [www.detroitboatshow.net](http://www.detroitboatshow.net) or call 1.800.932.2628.

**The Detroit Boat Show is sponsored by Great Lakes Scuttlebutt, Official Magazine of the Detroit Boat Show and the Courtyard by Marriott.**

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