

Boating Industry

For Immediate Release

MDCE to end with 2018 conference

MINNEAPOLIS, Aug. 31, 2018 — *Boating Industry* magazine, co-producer of the Marine Dealer Conference & Expo, has announced that 2018 will be the final year of MDCE. Marine Retailers Association of the Americas and *Boating Industry* have agreed to end their partnership that directed MDCE after more than a decade of co-producing the dealer conference that began in 2007.

As part of a long-standing agreement, all trademarks, logos, promotion materials and the MDCE name will be retired and preserved, and will only be used to reference the past events that were co-produced by *Boating Industry* and the Marine Retailers Association of the Americas.

The final Marine Dealer Conference & Expo will be Dec. 9-12, 2018, at Orlando's Orange County Convention Center.

Through its 2007 conception and management by *Boating Industry* in collaboration with MRAA, MDCE has grown into a premium education environment for dealers and a dynamic business-to-business experience for the Exhibitors and Sponsors.

"The 2018 MDCE is going to be the best one yet, and we're pulling out all the stops for this final conference," said *Boating Industry* Editor-in-Chief Tim Hennagir. "The entire team is dedicated to producing a great event as we have for the last decade."

In 2019, *Boating Industry* will launch the Elevate Summit, a trade show dedicated to serving all segments of the boating industry. The inaugural event will be held at Orlando's Orange County Convention Center next fall and will incorporate the *Boating Industry* Top 100 gala, along with many other industry-focused programs, including the magazine's 40 Under 40 awards, Movers & Shakers and more.

"We're very excited to bring a new event, offering new opportunities, to the entire boating industry," said Jonathan Sweet, Managing Director of *Boating Industry* shows and the Top 100 program. "By combining our award-winning content and information with our team's show management experience, we're looking forward to producing a great show for dealers, suppliers, manufacturers and service providers."

About *Boating Industry*

Boating Industry is the leading trade media brand serving the marine industry. For more than 85 years, boating professionals have turned to *Boating Industry* for market intelligence, product updates, best practices and industry news. For more information, visit BoatingIndustry.com.