



MARINE DEALER CONFERENCE & EXPO

FOR IMMEDIATE RELEASE

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MRAA Now Taking Applications for Fully Funded MDCE Scholarships

MINNEAPOLIS, October 22, 2018 — In partnership with *Soundings Trade Only*, the Marine Dealer Conference & Expo will offer scholarships for three dealers to attend this year's educational event, to be held Dec. 9-12 in Orlando.

Each scholarship includes an MDCE Standard Dealer Registration, up to \$450 in travel reimbursement, and a three-night hotel stay at the MDCE's host hotel, for a total value of \$1,396 per scholarship.

"*Soundings Trade Only's* mission is to reflect, inform and inspire. This conference inspires the best in marine dealerships, and we are happy to help deserving dealers earn their way to attend the event," says Michele Goldsmith, publisher of *Soundings Trade Only*. "As ever, *Soundings Trade Only* is here to support and collaborate with the best of the marine industry. We look forward to MDCE 2018 and to welcoming the recipients of this year's scholarships."

MDCE continues to focus on delivering real world results for dealerships of all shapes and sizes. The 2018 conference offers 30 all-new sessions that are specifically designed to fuel performance in every department; dealer-to-dealer roundtable discussion sessions; an opening and closing keynote; an expo hall filled with 100-plus exhibitors and special events throughout the three-day event.

"Year after year, the dealer community continues to communicate how valuable MDCE is to their businesses," Matt Gruhn, President of the MRAA, which produces the annual event alongside *Boating Industry*. "We are grateful to *Soundings Trade Only* for continuing this partnership and providing dealers an opportunity to those who actively desire to participate, but wouldn't otherwise be able to attend this year's conference."

Marine dealers can apply for the chance to receive an MDCE scholarship by completing an application at www.mraa.com/MDCEScholarships. The scholarship committee will meet to consider two important aspects of the application: how candidates plan to put what they learn at MDCE to work in their business as well as their financial need. The recipients will be selected and notified in early November.

This year's event will take place Dec. 9-12 at the Orange County Convention Center in Orlando, Fla.

About *Soundings Trade Only*

Soundings Trade Only is a marine business-to-business information multi-media brand. It includes a monthly print publication, and digital entities including an e-newsletter, web and social media sites. *Soundings Trade Only's* mission is to reflect, inform and inspire. It offers the latest business news, and information about the brands, products, companies, people, events, trends, statistics, management, manufacturing, marketing, and more impacting the marine industry. It is part of the AIM Marine Group, which includes other publications including: *Yachts International, Power & Motoryacht, SAIL, Anglers Journal, Soundings, PassageMaker* and *Woodshop News*. The AIM Marine Group is a division of Active Interest Media.

About the Marine Dealer Conference & Expo

The marine industry's only dealer-specific educational conference, MDCE offers an in-depth lineup of educational sessions, a full-featured expo hall and a series of fixed networking opportunities, all of which are designed to help marine dealers connect with and learn from others who can foster their success. MDCE is co-produced by MRAA and *Boating Industry*, and it features four Educational Tracks, Pre-Conference Workshops, Keynote Presentations, a Learning Lab, Dealer-to-Dealer Roundtable Discussions, and an Innovation Spotlight. For more information, visit MarineDealerConference.com.

About the Marine Retailers Association of the Americas

The Marine Retailers Association of the Americas has been delivering powerful educational programs for marine dealers since 1977. At the MRAA, the team of professionals believes that for the marine industry to thrive, the dealers on the front lines of the industry must first find success. So MRAA works to create a strong and healthy boating industry by providing dealers with tools, resources and educational programs, such as its annual conference, and by representing them with a powerful voice. For more information, visit MRAA.com.

About *Boating Industry*

Boating Industry is the leading trade magazine serving the marine industry. From award-winning editorial to awards programs including the Top 100 dealers program, Movers & Shakers, Top Products of the Year and more, *Boating Industry* serves all aspects of 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.

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