



FOR IMMEDIATE RELEASE

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MRAA Now Taking Applications for Fully Funded MDCE Scholarships

Attend MDCE, at no cost, thanks to partnership with Soundings Trade Only.

MINNEAPOLIS, October 16, 2017 — In partnership with Soundings Trade Only, the Marine Dealer Conference & Expo will offer scholarships for three dealers to attend the three-day educational event, to be held Dec. 10-13 in Orlando.

“We are honored to partner with the MDCE to provide three recipients with access to the incredible educational programming that the event offers,” says Dean Waite, publisher of Soundings Trade Only. “We see how important the conference is for the industry and want it to be accessible to all who see it as an opportunity to be better. That’s why, for the third year, we have chosen to partner with MDCE to support these scholarships, as a chance to learn and grow. Because in the end, it’s the power of education that helps our industry flourish.”

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.

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. 10-13 at the Orange County Convention Center in Orlando, Fla. MDCE boasts increasing registration numbers year after year with the 2017 event featuring nine Pre-Conference Workshops; four concurrent Educational Tracks, including Leadership, Sales, Marketing and Service Plus; three dealer-to-dealer roundtable discussion sessions; an opening and closing keynote; an expo hall filled with 100 exhibitors and special events sprinkled throughout the conference.

In total, MDCE 2017 includes more than 30 educational offerings, and attendees are invited to choose whichever combination of sessions best fits their needs and desires. All of these educational offerings are included with a standard MDCE Registration, with the exception of the Pre-Conference Workshops, which require a separate registration fee.

“We are grateful to Soundings Trade Only for continuing this partnership to provide some deserving dealers with a chance to attend MDCE,” Matt Gruhn, President of the MRAA, which produces the annual event alongside *Boating Industry*. “We hear the impact straight from the dealers after each conference. It remains a consistent theme in the eyes of the dealer community that MDCE is powerful, inspiring, and an undeniable value-add in their business, so what’s inspiring to us is to present this opportunity to those who actively desire to participate, but wouldn’t otherwise be able to attend.”

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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