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***Soundings Trade Only* Named Dealer Week Official Media Partner**

Industry media leader to provide livestream interviews from 2019 event.

MINNEAPOLIS, April 25, 2019 — Dealer Week, the all-new MRAA Conference and Expo, has named *Soundings Trade Only* as its Official Media Partner. The organizations have begun collaborating on an all-new livestream video experience to be broadcast from Dealer Week 2019, as well as an expansive marketing and advertising campaign to drive greater awareness of this exciting new event.

To be held Dec. 8-11 in Tampa, Fla., Dealer Week will feature a Solutions Stage in the center of its expansive expo hall. *Soundings Trade Only* will conduct live interviews from the Stage, engaging with industry executives, Dealer Week partners and other leaders. This new feature of MRAA's annual conference will not only provide these individuals with a platform to enhance the on-site experience and takeaways, but the livestream will also deliver the Dealer Week and *Soundings Trade Only* brands to numerous industry inboxes and social media feeds on an ongoing basis.

"Over the long history of MRAA's educational events, we have never explored the means for reaching an audience outside of those in attendance at the event," said Matt Gruhn, MRAA president. "We partnered with *Soundings Trade Only* so that we can now provide an even greater ROI for our attendees and our partners, as well as being able to reach those individuals who may not be able to attend the conference to show them all Dealer Week has to offer."

Soundings Trade Only will bring its strong reporting reputation and interviewing expertise to add to Dealer Week, as its editors explore the latest trends and insights on the state of the industry from the Solutions Stage. In its 40th anniversary year, *Soundings Trade Only* will bring a vast amount of insight to the Dealer Week dialogue as industry leaders will fuel conversations with diverse perspectives.

"*Soundings Trade Only* is proud to support key industry associations and events that provide tools to push the industry forward," said Michele Goldsmith, Publisher of *Soundings Trade Only*. "Thus, we are pleased to collaborate with MRAA to drive attendance

of the new Dealer Week event that includes education, networking and more for members of the marine industry eco-system.”

About Trade Only

Celebrating its 40th anniversary, *Soundings Trade Only* is a marine business-to-business news 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 marine consumer publications: *Yachts International*, *Power & Motoryacht*, *SAIL*, *Anglers Journal*, *Soundings*, and *PassageMaker*. The AIM Marine Group is a division of Active Interest Media. For more information or to order a free subscription, please visit www.tradeonlytoday.com

About Dealer Week

For more than 40 years, the Marine Retailers Association of the Americas has delivered world class educational programming to dealers, retailers and service operations that power the boating industry and serve today's boaters. Dealer Week has evolved as MRAA's rebranded and reimagined annual conference and expo, a profoundly new event experience designed to engage, energize and empower the dealer community. The MRAA envisions a brighter future for marine retail, and Dealer Week is the preeminent means for bringing that vision to life. Learn more at dealerweek.com.

About the Marine Retailers Association of the Americas

At the MRAA, our team believes that for the marine industry to thrive, the dealers on the front lines of the industry must first find success. With that in mind, we work to create a strong and healthy boating industry by providing dealers with tools, resources and educational programs — such as MRAATraining.com, the Marine Industry Certified Dealership Program, and Dealer Week, The MRAA Conference & Expo — and by representing those businesses with a powerful voice. For more information, visit mraa.com.

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