



FOR IMMEDIATE RELEASE:

Passagemaker Magazine, sister publication of Soundings Trade Only, has announced a virtual format for this year's popular TrawlerFest event series, in lieu of in-person events being postponed until 2021. The new online-only "TrawlerFest LIVE" is set to take place November 12-14, 2020.

TrawlerFest LIVE will be a cutting-edge virtual venue where industry minds, educators and the cruising community come together over a three-day online summit. The event will showcase products and boats in a format that is also conducive to attendees being able to enjoy the traditional TrawlerFest camaraderie around their shared passion for the long-range cruising lifestyle. TrawlerFest LIVE will feature 12 topnotch educational seminars and online demonstrations of products, and expert troubleshooting advice and boathandling techniques.

"I'm beyond pleased to announce the upcoming launch of TrawlerFest LIVE, which we've specially curated this year to safely connect our audience of trawler enthusiasts with the long-range cruising industry in the midst of the pandemic," said *Passagemaker* Editor-in-Chief Andrew Parkinson. "Our events team has been working around the clock to ensure that the TrawlerFest LIVE experience will be like attending a full-blown traditional TrawlerFest, but from the comfort and safety of your own home. We look forward to embarking on this special virtual voyage together with the trawler faithful."

By design, TrawlerFest LIVE is far from an ordinary "digital boat show." The event will deliver a socially engaging and networking rendezvous style experience, so attendees may enjoy the closest possible experience to an in-person event.

Sponsors and exhibitors will have the opportunity to showcase their products, services and boat offerings on an interactive digital platform, interacting in real time with attendees through live demonstrations, chats, boat tours, educational seminars and more.

"While the actual TrawlerFest LIVE event will run for three days, the webinars, demos and vessel walkthroughs will be available on the site for six months," said AIM Marine Group Event Sales and Logistics Manager Ryan Davidson. "For exhibitors, it's an opportunity to continue to develop leads and field audience questions on the TrawlerFest LIVE platform well beyond the actual event. Want to change a listing or video after the event? No problem. You

will have access to the platform to add or change any of your company's profile information or uploads at any time, including the opportunity to engage our audience with coupons, custom surveys or adding posts to our community board.”

For exhibitor information or general questions, contact Ryan Davidson at rdavidson@aimmedia.com

For attendee information, contact Donna Aschheim at DAschheim@aimmedia.com

Marine industry professionals receive a 25% discount.

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