



Press Release

**May 13, 2021**

***Land 'N' Sea Distributing Announces Dealer Show Updates***

Land 'N' Sea Distributing, Inc., a subsidiary of Brunswick Corporation, announces In-person and virtual platforms as well as the expansion of the Land 'N' Sea/Kellogg Marine Connecticut dealer trade show to include the RV division.

“Let’s start by saying that our first priority continues to be the safety and wellbeing of all attendees. We will continue to monitor the pandemic, the vaccines and adhere to CDC and government requirements.

We have missed the in-person experience from our trade shows. Nothing can replace the interaction between the vendor, dealer, and sales reps. The virtual show last year was very successful and allowed us to target a broader geographical footprint of dealerships. With those dealerships new to the show format and understanding the show value is continued growth. We are expecting a host of dealerships that have never attended a physical show before. We are very excited and looking forward to being BACK!

In today’s environment, we will continue to have an online virtual presence. This is a resource of unlimited show and product information providing another option and convenience to the dealer.

A few years ago, we added RV to our Las Vegas show with great success and it continues to grow each year. The timing is right to introduce our offering into the Connecticut show. We feel that this West Coast – East Coast availability will provide the added value to the dealers across the country to choose the timing that works best for them. Mohegan Sun is a fabulous resort and their expo hall allows us to expand and continue to provide a great show experience to our dealers.” said Ken Ferleger, Vice President – National Sales, Land 'N' Sea Distributing.

Land N Sea Distributing Show Schedule:

Las Vegas Marine & RV Dealer Show, South Point Casino, Las Vegas, October 14-15, 2021

Ohio Marine Dealer Show, Kalahari Resort, Sandusky, OH, October 28-29, 2021

Online Virtual Event, November 4-5, 2021

Connecticut Marine & RV Dealer Show, Mohegan Sun Resort, Uncasville, CT, November 18-19, 2021

Thank you.

Debbie Bellantoni

Events Operations & Planning Manager



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