

Annual Conference Returns Dec. 6-9 in Tampa with Education Focused on ‘The New Fundamentals’ — AI, Customer Expectations, Operational Efficiency

MINNEAPOLIS (July 15, 2026) — The Marine Retailers Association of the Americas (MRAA) announces that **Dealer Week 2026** registration opens Wednesday, July 15, with Early Bird pricing available. The boating industry's only event focused on dealer success is scheduled for Dec. 6–9, 2026, at the Tampa Convention Center in Tampa, Florida.



Dealer Week 2026 will center its education on “**The New Fundamentals**,” a focused approach to helping marine retailers strengthen core business practices amid ongoing market shifts. The event and education will emphasize today's most essential skills across key areas such as artificial intelligence (AI), innovation, leadership and customer experience and operational efficiency across marketing, sales and service.

“Dealer Week continues to grow, and we have set a new record for the number of exhibitors who have signed up to support retailers at the event,” said **Mike Davin**, VP of Industry Relations at MRAA. “Beyond that, attendees can expect new trainers and returning favorites, added education

opportunities, more networking, the return of roundtable discussions and a fantastic Industry Celebration to cap it all off.”

Dealer Week unites dealership leaders, service providers, manufacturers and industry partners for a three-day program that combines education, networking and actionable takeaways. The 2026 event features expert-led sessions, peer collaboration and roundtable discussions. Marine industry professionals attend to sharpen their skills, exchange ideas and gain the insights needed to drive real results and move boat dealerships forward.



New for Dealer Week 2026

Three trusted Dealer Week Pathway hosts return for 2026 in **Bernie DeGraw**, **Valerie Ziebron** and **Bob McCann**. They will facilitate the Leadership, Service & Parts and Sales & Marketing Pathways, respectively, helping to integrate today’s most essential skills, from artificial intelligence to innovating with data and tech to accelerating customer experience. Along with a few popular subject matter experts returning, **seven NEW speakers** will share their insight and experience with attendees, including:

- **Service & Parts:** Coralee Zueff, Thomas Whitehead, Erick Jauregui, Jordon Schoolmeester, Max Materne
- **Leadership:** Todd Smith, Kaihan Krippendorff, Fleming Ford, Tony Gonzalez, Dave Newell
- **Sales & Marketing:** Erin Gordon, Marcus Sheridan, Bob McCann, Jordon Schoolmeester, Rich DeLancey

New Industry Pathway — Experts and Solution Providers

Dealers face increasing pressure to keep pace with industry change and identify partners who can support real operational needs. New for 2026, the **Industry Pathway** connects them with trusted experts and solution providers. Through sponsored sessions, participants gain access to and explore tools, services and strategies they can apply in their dealerships. They leave better equipped to make informed decisions to strengthen daily performance.

“The marine industry is changing due to powerful external forces, including shifting behaviors and expectations of customers, and the ever-changing capabilities of AI. Dealer Week 2026 is set up specifically to provide our attendees with insight and solutions for this transition,” said **Luke Feldbrugge**, Senior Director of Revenue Operations at MRAA.

Register during the Early Bird period (ends on September 30, 2026) to secure the best available rate and maximize your investment. MRAA Members receive the best registration value available and access to year-round insights, guidance and solutions. They will save up to \$750 on All-Access Passes. Member Early Bird in-person rate is \$949; nonmember onsite all-access rate is \$1,699.

Get additional details, including session topics and the complete event schedule, at www.dealerweek.com.

**DEALER
WEEK** 2026

THE NEW
FUNDAMENTALS

Register Now

Dec 6-9, 2026 — Tampa, Florida

About Dealer Week

For more than 50 years, the Marine Retailers Association of the Americas has delivered world-class education to marine dealers, retailers and service operations that power the boating industry. Dealer Week exists to engage, energize and empower the dealer community. MRAA envisions a

brighter future for marine retail, and Dealer Week is a key part of bringing that vision to life. Learn more at dealerweek.com.

About the Marine Retailers Association of the Americas (MRAA)

The Marine Retailers Association of the Americas is the trusted catalyst for success in the marine retail industry. Dedicated to fueling dealer growth and strengthening the boating experience, MRAA delivers industry-leading insights, expert guidance and proven solutions that assist marine retailers in navigating challenges and seizing opportunities. Through education, advocacy and innovative resources, MRAA empowers dealers to thrive, and help drive a stronger, more sustainable marine industry. Learn more at MRAA.com.

Need Dealer Week guidance for your team? Ask AIMIE for details about the conference and attendee tips.