

DEALER WEEK 2026

MRAA Partner Toolkit — Drive Dealer Registration

Dealer Week Registration Campaign | Prepared for MRAA Partners

How to Use This Toolkit

Thank you for helping us spread the word about Dealer Week 2026! This toolkit gives you ready-to-use email and social media copy you can share with your dealer members through your own channels.

- Copy, paste, and adjust the wording in your own voice — add your association's name, logo, and greeting where noted in [brackets].
- Every piece of content should end with a clear call to action to Register — please don't remove or soften the registration CTA or link.
- Always link to the official registration page:
https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm
- Feel free to mix and match sections, shorten for your newsletter, or use as-is.
- Questions or need additional formats (print flyer, banner ads, logos)? Contact the MRAA marketing team via marketing@mraa.com or Gunnar Davies at gunnar@mraa.com

Key Facts & Talking Points

Use this as your quick-reference sheet for accurate dates, pricing, and messaging.

Event	Dealer Week Conference & Expo 2026
Theme	The New Fundamentals — AI, Customer Experience & Operational Efficiency
Dates	December 6–9, 2026
Location	Tampa Convention Center, Tampa, Florida
Early Bird Registration	July 15 – September 30, 2026
Standard Pricing	October 1 – December 5, 2026
Onsite Pricing	December 6–9, 2026
Primary CTA (use every time)	Register Now
Registration Link	https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm
Event Website	https://www.dealerweek.com

The 2026 Education Lineup at a Glance

Dealer Week is the marine industry's only event built around four dedicated dealer pathways, plus peer Roundtable Discussions where dealers learn directly from dealers facing the same challenges. All content is centered on this year's theme, The New Fundamentals — AI adoption, rising customer expectations, and operational efficiency.

Leadership Pathway <i>GMs, owners, future leaders</i>	Equips you with the insights to make smart adjustments across all profit centers, strengthen your financial health, and keep your business on track for long-term growth. Learn to build a high-performing team that collaborates effectively and delivers exceptional customer experiences.
Sales & Marketing Pathway <i>Sales & marketing professionals</i>	Gives your team tools to reach evolving boat buyers and lead a top-performing team through every step of the sales process — managing inventory, maintaining margins, overcoming objections, and adapting to changing customer needs, technology, and market conditions.
Service & Parts Pathway <i>Service & parts departments</i>	Helps your department fine-tune for greater profitability, performance, and loyalty. Learn to analyze operations, plug profit leaks, and elevate the customer experience so your team becomes a key driver of stability and success.
Industry & Partner Pathway <i>All dealers welcome — use-case</i>	A dedicated track connecting marine dealers with innovative solution providers and industry experts shaping the future of marine retail — sponsored sessions delivering targeted solutions to help your business thrive.

Email Copy

Three ready-to-send templates — announcement, value/savings, and urgency — for different points in your communication cadence.

Email 1: Announcement / Save the Date

Subject line options:

- Save the Date: Dealer Week 2026 Registration Is Open
- The Marine Industry's Premier Event Is Back — Register for Dealer Week 2026

Hi [First Name],

[Association Name] is proud to support Dealer Week 2026 — the marine industry's only event built entirely around helping dealerships grow.

This year's theme, The New Fundamentals, tackles the three things reshaping dealership success: AI adoption, rising customer expectations, and operational efficiency. Over three days, you'll get practical, real-world strategies to take back to every corner of your dealership operation.

Event Details:

December 6–9, 2026 | Tampa Convention Center | Tampa, Florida

Why attend:

- World-class education across four pathways: Leadership, Sales & Marketing, Service & Parts, and Industry
- Real strategies for AI, customer experience, and operational efficiency
- Unmatched networking with peers and experts across the marine industry

Register now during the Early Bird window (through September 30, 2026) to lock in the lowest rate of the year. MRAA members save up to \$750 compared to non-member onsite pricing.

→ **Register Now:** https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm

We hope to see you in Tampa,
[Association Name]

Email 2: The Education Lineup

Subject line options:

- Dealer Week 2026: The Education Lineup Built for What's Next
- Four Pathways. One Goal: Helping Your Dealership Thrive.

Hi [First Name],

Every year, dealers leave Dealer Week saying the same thing: “I wish I'd brought more of my team.” This year's education lineup, built around The New Fundamentals, makes that decision easy.

Four Pathways. One Goal: Helping your business thrive.

- Leadership Pathway — for GMs, owners, and future leaders: smart adjustments across every profit center, stronger financial health, and how to build a team that delivers for customers and each other.
- Sales & Marketing Pathway — for your sales and marketing team: tools to reach today's boat buyers, manage inventory, protect margins, and close more deals in a changing market.
- Service & Parts Pathway — for your service department: how to fine-tune operations, plug profit leaks, and turn service into a driver of loyalty and stability.
- Industry Pathway — sponsored sessions connecting dealers with the solution providers and experts shaping the future of marine retail.

Plus Roundtable Discussions, where your team learns directly from other dealers who've faced the same challenges.

December 6–9, 2026 | Tampa Convention Center | Tampa, Florida

Early Bird pricing is available through September 30 — register now to bring your team.

→ **Register Now:** https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm

Email 3: Investment, Not Expense

Subject line options:

- Why Cutting Dealer Week Is the Last Thing a Dealership Should Do
- Investing in Your Team Is the Smarter Business Decision

Hi [First Name],

In today's market, the dealerships that come out ahead are the ones that keep investing in their people — not the ones that pull back.

Dealer Week 2026 exists for exactly that reason. This year's theme, The New Fundamentals, gives your team practical, real-world strategies for the things reshaping dealership success right now: AI adoption, rising customer expectations, and operational efficiency. It's not theory — it's education your team can put to work the moment they're back at the dealership.

Investing in your team is one of the smartest business decisions a dealership can make this year — and with Early Bird pricing available through September 30, it's also one of the most affordable.

December 6–9, 2026 | Tampa Convention Center | Tampa, Florida

→ **Register Now:** https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm

Social Media Copy

Organized by platform and tone. Every post ends with a Register Now CTA — please keep that intact.

LinkedIn / Facebook (professional, longer form)

Post 1 — Announcement

 Dealer Week 2026 is coming to Tampa, and registration is open.

This year's theme, “The New Fundamentals,” is built around the three things every marine dealership needs to master right now: AI adoption, rising customer expectations, and operational efficiency.

Join marine retailers, marinas, and boat dealerships December 6–9 in Tampa for three days of practical education, expert-led sessions, and unmatched networking.

 Dec 6–9, 2026 | Tampa Convention Center

 **Register now:** https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm

#DealerWeek2026 #MarineIndustry #BoatDealers

Post 2 — Savings / Value

Save up to \$750 on Dealer Week 2026.

Early Bird pricing is live through September 30 — MRAA members pay just \$949 for an All-Access Pass (vs. \$1,699 onsite for nonmembers).

Dealer Week delivers the marine industry's most practical education on AI, customer experience, leadership, sales, service, and operations — everything your team needs to stay ahead.

 Dec 6–9, 2026 | Tampa, FL

 **Lock in your rate:** https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm

#DealerWeek2026 #EarlyBird #MarineIndustry

Post 3 — Urgency / Countdown

 Early Bird pricing for Dealer Week 2026 ends September 30.

If your team is planning to attend, now's the time to register and secure the best rate of the year.

Three days. Real strategies for AI, customer experience, and operational efficiency. The marine industry's premier event for dealership growth.

👉 **Register before rates go up:** https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm

#DealerWeek2026 #MarineIndustry #RegisterNow

Instagram (casual, visual-first)

Caption 1

The New Fundamentals are here. 🌊 Dealer Week 2026 hits Tampa Dec 6–9, and it's your team's best shot at real strategies for AI, customer experience & operational efficiency.

Early Bird pricing ends 9/30 — save up to \$750 as an MRAA member. 💎

Link in bio to register 🔗

#DealerWeek2026 #MarineIndustry #BoatDealers #TampaFL

Caption 2

Save the seat. Save the rate. 📅

Early Bird pricing for Dealer Week 2026 ends September 30 — don't wait.

📍 Tampa Convention Center

📅 Dec 6–9, 2026

Register link in bio ↑

#DealerWeek2026 #EarlyBird #MarineIndustry

Short-Form (stories / text blasts)

Dealer Week 2026 registration is open. Save up to \$750 with Early Bird pricing (ends 9/30). Dec 6–9 | Tampa. Register: https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm #DealerWeek2026

The New Fundamentals: AI, customer experience & operational efficiency. That's Dealer Week 2026. Dec 6–9, Tampa. Register now: https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm

Early Bird pricing for Dealer Week 2026 ends soon. Lock in your rate before it's gone:

https://s7.goeshow.com/mraa/dealerweek/2026/dealer_reg.cfm #DealerWeek2026

Suggested Hashtags

#DealerWeek2026 · #MarineIndustry · #BoatDealers · #TheNewFundamentals · #EarlyBird · #MRAA

About Dealer Week & MRAA

Use this boilerplate at the end of press mentions, newsletters, or longer-form content.

For more than 50 years, the Marine Retailers Association of the Americas (MRAA) 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, delivering practical, real-world guidance dealerships can put to work immediately. Join us for an immersive three-day experience designed to help marine retailers, marinas, and boat dealerships stay ahead in a competitive market.

Quick Links

[Register for Dealer Week 2026](#)

[Dealer Week Website](#)