



The **Massachusetts Marine Trades Association (MMTA)** is pleased to announce the relaunch of *The Business of Boating* (BOB) Professional Development Conference **Thursday, January 17, 2019. Other exciting news is the move of the 2019 BOB conference to Showcase Live at Patriot Place in Foxboro, MA.** This new location will create a destination conference location, and we plan to host a couple events the night before the conference — Wednesday, January 16, 2019 — at Patriot Place.

The **2019 BOB Conference** will include an overview of what our Association and our Educational Trust have recently been working on, including new MMTA member benefits. We will also share the latest on our workforce development efforts, including our recently passed workforce solutions budget amendment. In addition, the conference will offer "crowd favorites," such as a regulatory and government update by **Jamy Buchanan Madeja, Esq.**

This year we are pleased to have renowned speaker **Jim Million** join us, presenting three key conference sessions. Jim is a highly regarded industry speaker and consultant for the Marine Retailers Association of America. His presentations will focus on **ideas for building a cohesive team, effective job descriptions to set expectations, and recruiting versus hiring.** In addition to our packed educational schedule, we will have an awards ceremony during the lunch hour, presenting our Legislator of the Year Award.

Please consider playing a special role by becoming a Conference Sponsor at the most cost and time-effective marine industry event in the region. A sponsor fee includes corporate logo placement on all *Business of Boating* marketing, materials and follow-up, as well as a contact list of participants. It also includes enrollment for one representative (a \$199 value). Here are some of the sponsorship opportunities and benefits currently available:

\$4,000 - Platinum Sponsorship Level: Includes an E-news marketing opportunity to MMTA members before and after the conference, a full-page listing in the conference program, plus all Gold Level sponsorship offerings (below)

\$1,200 - Event Gold Sponsorship Level (two available): Wednesday evening social event sponsorship

\$1,200 - Gold Sponsorship Level: Includes one of the below Silver Sponsorship options, plus a one-minute timeframe to introduce your company during the lunch hour

Silver Sponsorship Level - \$600 - luncheon co-sponsorships, continental breakfast, midmorning refreshment break sponsor, late-afternoon break sponsor or speaker sponsor

Silver Sponsorship Level - \$600 - per 8' foot table in the hallway (10 available)

Becoming a conference sponsor raises your company's profile. It is a unique opportunity to showcase your business to a broad audience of marine industry professionals. Please review the sponsor reservation information below and, as always, let us know if we may provide additional information.

Cordially,

Ed Lofgren
Committee Co-Chair

Randall M. Lyons, CMM
Committee Co-Chair

*Conference Committee Members: MMTA President **Adam Cooper**, MMTA 3rd Vice President **Cherie Rudzinsky**, MMTA Secretary **Todd Walker**, MMTA Immediate Past President **Paul Nowak**, MMTA Director **Marie Hayward**, MMTET Trustee **Mac Donaldson**, MMTA member **Rick Johnson** and MMTA Government and Legal Counsel **Jamy Buchanan Madeja, Esq.***

If you would like to become a conference sponsor, please contact MMTA Executive Director Randall Lyons at Randall@boatma.com or (774)-404-8005

SPONSORSHIP RESERVATION

***THE BUSINESS OF BOATING PROFESSIONAL DEVELOPMENT CONFERENCE:
DESTINATION PATRIOT PLACE – SHOWCASE LIVE – FOXBORO, MA
THURSDAY, JANUARY 17, 2019***

SPONSOR NAME

Please include business name, mailing address, email, website and telephone number to appear in conference materials.

PRIMARY SPONSOR CONTACT

Please include individual name, telephone and email for invoicing — if different from above.

**ONE SPONSOR REPRESENTATIVE ATTENDING CONFERENCE INCLUDED
(*ADDITIONAL REPRESENTATIVES ARE WELCOME FOR \$149 PER REGISTRATION)**

Please include name to appear on name tag(s) and email address(es) for registration confirmation. Please contact Randall if additional representatives will be attending.

NAME:

EMAIL:

Desired Sponsorship Level:

All sponsors receive recognition in *Business of Boating* marketing materials and may contribute branded merchandise to the Conference Registrants' Welcome Package. Sales and product literature are welcome at individual sponsor tables.

*** SPONSOR DISPLAY TABLE (Please confirm availability with Randall)**

Vendor exhibits are open 7:30 a.m. – 4 p.m. (Access available to sponsors at 7 a.m. for setup)

ATTENTION SPONSORS

Please Respond to the Questions Below and Return with Your Conference Sponsor Reservation

- Yes/No We will submit our **corporate logo (jpeg file please)***
- Yes/No We will submit a 100 word (maximum) **summary/biography** of our business*
- Yes/No We would like to add an item to a **conference "Goodie Bag"** (e.g., logo pens, "coozie," etc.) by January 10, 2019, to MA Marine Trades Association, P.O. Box 325, Foxboro, MA, 02035

** If you were a sponsor last year, we should have your logo and company bio already*

PLEASE RETURN SPONSOR FORM

Electronically to: Randall@boatma.com
Or by mail to: MMTA – P.O. Box 325 – Foxboro, MA, 02035

THANK YOU!