

Cleveland
**Boat & Waterfront
Lifestyle Expo**
January 16-25 I-X Center

**BOAT
SHOW
NEWS**

FOR IMMEDIATE RELEASE

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BOAT SHOWS OFFER SOMETHING FOR EVERYONE

CLEVELAND – A boat show is a unique event.

Part trade expo, part equipment demo and part industry summit, there are many reasons to attend one.

Boat shows take place during all seasons, inside and out and at locations across the globe.

For those new to the sport of boating, attending a show offers the opportunity to learn about the water-based lifestyle.

Presentations and seminars are usually offered and cover a broad range of topics. There are also specialized hobbies, such as racing or fishing, that are just waiting to be discovered.

Visitors in the market for a new boat are able to walk above and below deck on crafts ranging from small skiffs to home-sized motor yachts.

Dealers are on hand to discuss options and prices, often sharing a dock or floor space with others exhibiting similar boats.

This makes for ideal buying conditions, as the boater is able to quickly and directly compare his or her choices.

Boaters also attend shows to see and handle new equipment and socialize with others who share their passions.

There are bargains to be had at manufacturer booths and inspiring information to collect for future considerations.

Accordingly, organizing a large boat show is a unique task.

Whether on land or in the water, boats are large objects that cannot easily be pushed or moved around.

It takes a great deal of planning and smooth execution to ensure a show opens on time and is worthwhile to the public.

“It’s both exciting and nerve-wrecking at the same time,” said Lake Erie Marine Trades Association President Ken Alvey. “It’s a lot of pressure, but the payoff can be very gratifying.”

Alvey should know, as LEMTA produces four of the biggest boat shows on the Great Lakes.

Its upcoming Cleveland Boat & Waterfront Lifestyle Expo will drop anchor at the I-X Center Jan. 16-25.

“No matter what you come for, be it the products, the boats, the people or the events, you will not be disappointed,” said Alvey.

There will be more than 1,000 power and sail boats at the Cleveland expo, along with hundreds of accessory booths and exhibits. For more information, visit clevelandboatshow.com.

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Produced by the Lake Erie Marine Trades Association

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