



Grand Traverse County Civic Center
1213 W. Civic Center Drive
Traverse City, MI 49686

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| Friday | March 19 th | 3 pm – 8 pm |
| Saturday | March 20 th | 10 am - 8 pm |
| Sunday | March 21 st | 10 am - 4 pm |

It's the #1 boat show in Northern Michigan, the 15th annual [Traverse City Boat Show](#) at the Grand Traverse County Civic Center. This event takes place March 19-21st, 2021 and offers lucrative one on one direct customer contact for boat dealers, dock companies, and related marine businesses. As an exhibitor your booth will include standard pipe and drape; one skirted table, two chairs, four name badges, and waste basket. During the Show, your business will be promoted on the overhead speaker system with a minimum of 10 announcements as consumers browse the event. In addition, all participating exhibitors will have their name, location, and hyperlink to their website listed on the participating exhibitor's page of the Traverse City Boat Show site.

Bulk exhibit spaces are \$4.00 a square foot, and have two sides exposed to the aisle. Small exhibit booths are \$5.50 a square foot. Blue Water Promotions also produces the [Birch Run Hunting & Fishing Expo](#), the [Gaylord Boat Show](#), the [Gaylord RV Show](#), and the [Up-North Lake & Cottage Show](#) in Traverse City. All Blue Water consumer events are aggressively promoted on television, radio, billboard, print, social media, and web site.



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