



Contact: Louisa Beckett
Turnkey Communications & PR, Inc.
407-327-0332; 954-599-9355 (Cell);
lrbeckett@cfl.rr.com

Central Florida Boat Show: New March Dates...Same Great Venue

For Immediate Release

With the Economy Improving, There's No Better Place To Meet Prospective Boat Buyers and Jumpstart Your Business

ORLANDO, FL – January 14, 2010 – There's an economic upturn around the corner. Now's the time for marine dealers, manufacturers and service providers, who have weathered the worst industry recession in memory, to get ready for a return to growth. For those in Central Florida, there's no better place to do that than the 43rd Annual Central Florida Boat Show, which runs March 5th-7th, 2010 at the Orange County Convention Center in the family recreation capital of the world – Orlando, Florida.

“Over the last 18 months, marine dealers have survived some of the most challenging times the recreational marine industry has ever seen,” said Roy Parker, president of the Central Florida Marine Trade Association (CFMTA) and owner of Parker Boats, with locations in Orlando and Daytona Beach. “With the economy now expanding, dealers in Central Florida can't afford not to exhibit at this year's Central Florida Boat Show. With more than 187,000 square feet of exhibit space, there's no better area venue to meet with thousands of boating enthusiasts and prospective customers.”

Adds Joe Pozo, president of Boat Tree, with three dealerships and a marina in Central Florida: “Given the timing for this year's event, the 43rd Central Florida Boat Show could be the busiest we've seen in years. It offers the best opportunity to reach out to prospects and excite them about the boating lifestyle.”

The Central Florida Boat Show annually attracts thousands of boating enthusiasts from the region's dynamic community of nearly three million residents, plus seasonal visitors. This year's show will feature the latest in 2010 model-year boats, accessories, marine electronics and more.

CFMTA will promote the show through a comprehensive marketing and public relations effort promoting the fact that for anyone interested in buying a boat, this year's show offers an historic opportunity to make a great deal. “Adstrategies Inc., a top, nationally

New Name, New Dates for Central Florida International Boat Show

recognized agency specializing in consumer events, will coordinate marketing efforts targeting enthusiasts in a broad spectrum of boating segments, including cruising, fishing, wakeboarding, water sports and more,” says Bonnie Todtenhagen, Executive Director of the Central Florida Boat Show.

Area dealers feel the new March dates for the Central Florida Boat Show, moved back a month from last year, will provide a much needed boost to the local boating season just as it gets into full swing. “The timing for this year’s show is perfect and should allow us to get buyers from the show onto the water faster than ever,” Parker said.

*The **Central Florida Boat Show**, now in its 43rd year, is the longest-running dealer-owned and operated event, sponsored by The Central Florida Marine Trade Association. It is located in the Orange County Convention Center, Orlando, Florida, 9400 Universal Boulevard, Orlando, Fla., South Concourse. www.boatshowflorida.com.*

For more information, or to reserve your exhibit space, contact Shelly Jones at 407-298-1167 or e-mail her at boatshowsflorida@aol.com.