

MEDIA ADVISORY

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MAJOR IMPROVEMENTS FOR CEDAR POINT SHOW

SANDUSKY, OHIO --- With summer still over the horizon, the new leadership at the Lake Erie Marine Trades Association is wasting no time in looking at new ideas for the Progressive North American Boat Show at Cedar Point slated for next August 25 to 28.

“We’re examining every aspect of the show from display layouts to events,” revealed LEMTA’s new president Bryan Ralston. “For the past 43 years this event has been the largest, most successful in-water boat show on the Great Lakes. We intend to maintain that tradition but we’re going to change a lot of things to meet what we believe are the new expectations of boaters who come to the show.”

Ralston holds that to be effective today, shows must offer more than just a great line up of boats and accessories. “These days, no one seems to have as much time to do the things they want,” Ralston contends, “so boaters need to be assured of an enjoyable experience if they’re going to take time to come to the show. It’s all about the experience – we get that!”

Among the things Ralston is considering is the creation of a central “hub” of activities that could include such happenings as daily live musical entertainment and special performances; creative food and beverage offerings; seminars and hands-on clinics on many topics; contests and skill events; among many other new ideas.

“Everything’s on the table right now,” says Ralston. “We also want to hear from the boaters about their ideas. We are looking at utilizing focus groups to identify the best features. And, we’re going to select the most interesting ideas and make them happen!”

With the boat sales continuing to grow nationwide, Ralston expects around 400 power and sailboats will be on display this year, likely making it the largest show since the ’08 recession.

He also invites boaters to send him their ideas of what they’d like to see happening at the Cedar Point show this year. Simply send them to: info@lemta.com

For continual updates on the show, go to: www.cedarpointboatshow.com

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