



## Fact Sheet/Background

**Dates:** February 9-12, 2017

**Location:** The Connecticut Convention Center, 100 Columbus Boulevard, Hartford, CT

**Produced by:** Connecticut Marine Trades Association (CMTA)

**Sponsors:** Evinrude/BRP is the Official Sponsor, CT Buick GMC Dealers the Official Vehicle, and Helly Hansen the Official Apparel.

**Open:** To the public all hours

- Thursday, February 9 – Industry Day: 3:00pm – 8:00pm
- Friday, February 10 – Senior Skip'rs Day: 12:00 pm – 8:00 pm
- Saturday, February 11: 10:00 am – 9:00 pm
- Sunday, February 12: 10:00am – 5:00 pm

**Admission:** Tickets may be purchased at [www.hartfordboatshow.com](http://www.hartfordboatshow.com). Pre-show online tickets are \$10. During The Boat Show, general admission is \$12, with children under 12 accompanied by an adult admitted free. A Senior Skip'rs Day pass for Friday, February 10 for admission 12:00 pm to 5:00 pm for those over 60 is \$8. A Two Day Pass allowing access to the show any two days is available at \$18. Group sales for groups over 15 people may be arranged by contacting CMTA Show Staff at 860-767-2645.

**Attendance:** Over 14,000 visitors are expected.

**Size:** Over 150 exhibitors covering approximately 180,000 square feet on two floors of the Connecticut Convention Center. Over 25 new exhibitors including: Marine Tracker at Bass Pro, Rex Marine Center, Dennison Yachting, Ugo Wear, Snag-A-Slip, and Prestige Yacht Sales.

**Products Featured:** including boats, jet skis, personal watercraft, paddle sports, kayaks, marinas, motors, slip rentals, servicing, fishing gear and tackle, educational programs and materials, insurance, trailers, electronics, sanitation, air conditioning, real estate, attire, nautical home décor, decking, dock building, winter storage, and financing.

**About the Hartford Boat Show:** Now in its 48<sup>th</sup> year, the Hartford Boat Show features the newest boats on the market including center consoles, fishing boats, luxury cruisers, deck and pontoon boats, sport and ski boats, personal watercraft, inflatables, paddle boats and boards in addition to fishing gear, marinas and boatyards, other marine services and boating accessories. Produced by the Connecticut Marine Trades Association (CMTA) the show is open to the public February 9-12, 2017 at the Connecticut Convention Center, and will feature over 150 exhibitors, 250 boats and watercraft, as well as educational seminars and demonstration areas. [www.hartfordboatshow.com](http://www.hartfordboatshow.com)

### Special Attractions and Personality Appearances – New and Fan Favorites

- Shelby Ebert – the Fasted Woman on the Water, as the only professional woman driver to run the entire Lucas Oil Drag Boat Racing Series and the youngest ever – exclusive east Coast appearance.
- Number One Pro Ladies Flyboard Athlete in North America - Kristen Smoyer.

- The amazing SeaBreacher Killer Whale Boat – which can jump out of the water and dive under by nearly ten feet.
- Other boating personalities scheduled to appear: Blackhawk party boat Captain Greg Dubrulle; sailing consultant and coach Joe Cooper
- Boat Row Happy Hour with live entertainment: February 10
- Boaters Fashion Show: February 10
- Get Hooked Up: Dish Frontier Virtual Fishing Tournament
- Blackhawk Fishing Charter Fighting Chair Challenge
- The Air Swimmers – remote controlled flying fish
- Paddler’s Paradise Demo Pool
- Boat Book Nook: author appearances
- The Boater’s Lifestyle Lounge
- Tips and Tricks: educational sessions including “boating with dogs,” “long trip preparation,” and “traveling with kids.”
- Boats and Brunch – Sunday, February 12
- Annapolis School of Seamanship Seminars

**About Connecticut Marine Trade Association (CMTA):** The CMTA is a not-for-profit trade association representing boating and related marine industries throughout Connecticut, from the Long Island Sound to the state’s rivers and lakes. Founded in 1954, the CMTA has over 330 member businesses and is dedicated to the well-being of the industry by promoting the interests of recreational boating, improving industry conditions, monitoring legislative and regulatory issues, and advancing boating education throughout the state. [www.boatct.com](http://www.boatct.com)

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**The Business of Boating in Connecticut:**

- Annual retail sales of new boats, engines, accessories and services account for over \$136 million in Connecticut.
- The industry of recreational boating in the state supports 537 businesses across the state – most classified as ‘small business,’ with many being generational.
- It is estimated that there are nearly 100,000 recreational boats in the Nutmeg State, with 85% being powerboats, 10% personal watercraft and 5% being sailboats.
- The business of boating in Connecticut supports a workforce of 7,500 employees whose lives depend upon people buying, storing, servicing and caring for boats throughout the state.

**Photo assets available upon request:** 2016 Hartford Boat Show overview, Shelby Ebert (headshot and with racing boats), Kristen Smoyer (championship shot and action flyboard shots), and the SeaBreacher boat.

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