

Media Advisory

**“FISH NOW EXPO” ADDED TO CLEVELAND BOAT SHOW**

In a major expansion, the Progressive Mid-America Boat Show will absorb the fishing exhibitors from a now canceled sports show when it drops anchor in Cleveland’s I-X Center, January 18-21, 2018.

Bryan Ralston, president of the Lake Erie Marine Trades Association, announced the new fishing addition to Ohio’s oldest and largest boat show. “Until now, our fishing displays in the boat show were very limited because the sports show was where most fishing tackle and equipment dealers exhibited,” explained Ralston. “We have now significantly increased our fishing footprint, named it the Fish Now Expo, and provide space for all those exhibitors to access our large boat show audience.

“Moreover,” continued Ralston, “we’re anticipating as many as 10,000 attendees from the old sports show will now join our annual 40,000 boaters. After all, boaters fish and fishermen boat, so one will complement the other now in a single big show.”

To boost the show's fishing focus, even more, the popular Hawg Trough will make its first-ever appearance in the boat show. It will join a powerful lineup of angling experts being added for daily on-stage presentations, while show visitors, including youngsters, will be able to practice their casting skills in the new Casting Pond, among others fishing features.

The Fish NOW Expo will be surrounded by over 400 power and sailboats ranging from kayaks to luxury motor yachts. It’s why the boat show annually draws visitors from throughout Ohio, northwest Pennsylvania, northeast Indiana and southern Michigan.

"For the fishing-related exhibitors who were in the sports show," noted Ralston, "this is an opportunity to put their products in front of a very large combined audience. Boating and fishing in one big Cleveland market event. We believe everyone is going to be excited about it.”

In addition to the Mid-America Boat Show, the Lake Erie Marine Trades Association produces three other Ohio show annually including the Akron Boat & Watersports Show; the Catawba Island Spring Boat Show and the North American In-Water Boat Show at Cedar Point.

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