



# IBEX 2012

THE INTERNATIONAL BOATBUILDERS'  
EXHIBITION & CONFERENCE

**October 2-4, 2012**  
(Tuesday, Wednesday, Thursday)  
Location: Kentucky Exposition Center,  
Louisville, Kentucky, U.S.A.  
**Official IBEX Show web site:**  
[www.ibexshow.com](http://www.ibexshow.com)

## Where the Future of Boating Begins

Launched in 1992 by *Professional BoatBuilder* magazine, IBEX is the only boatbuilding trade event in the world dedicated to new-technology, advanced education, and industry-wide networking and collaboration. Each year thousands of boat builders, designers, repairers, surveyors, and boatyard/marina operators from throughout the world come to IBEX to see, learn and discover the latest products & technologies available. IBEX is the only annual professional boat building event to bring together the industry in such unparalleled numbers.



### Top Three Reasons For Attending IBEX:

- 1 To see what's new, and what's next in marine products & technologies
- 2 Network with industry peers, discover new suppliers, connect with current ones.
- 3 Efficiency – conduct a years worth of business in 3 days

#### IBEX 2011 Show Stats

Exhibit Hall - 103,900 square feet  
Exhibiting companies – 555 exhibitors. (514 domestic and 41 international from 11 countries.)  
Total attendance - 4,672 marine industry professionals  
Number of Seminars – 90 in 14 tracks  
Number of technical seminars - 56  
Number of management, service & operations seminars - 40  
Total number of speakers – 150 leading marine industry experts  
Average length of a seminar -90 minutes  
Number of FREE workshop learning offered: 12

#### Comparison - IBEX 2010 Show Stats

Exhibit Hall - 95,700 square feet  
Exhibiting companies -542 exhibitors. 497 domestic and 45 international from 10 countries  
Total Attendance - 5,161 marine industry professionals  
Number of seminars - 60 seminars in 10 seminar tracks  
Number of FREE workshops - 20  
Country of origin for attendees – 61 countries represented

#### About the IBEX Attendee

Number of attendees in 2010  
Returning visitors – 61%  
New to IBEX in 2010 – 39%  
% of executive officers, VP, C-Level- 42%

% of managers, foreman, other officer: 44%  
Recommend or have final say in decisions: 71%

#### Sell Your Products to the Marine Industry

IBEX is where the recreational marine industry comes to shop, source and sign on with like-minded vendors. IBEX exhibitors are leading OEM & aftermarket marine product or service companies who offer competitive new products and technologies that will help build a better boat, or improve the boating experience for consumers.

#### IBEX – More than your average marine trade show

IBEX is more than a trade show; it is an annual educational experience, and the show where new technologies are introduced. Since its inception, IBEX has offered, in addition to its trade show and exhibition halls, the following exceptional opportunities for both attendees and exhibitors including: Pre-Conference Workshops: For those seeking to immerse themselves in learning, come to IBEX a day early for training and expert advice from leading marine sources.

IBEX Seminar & Conference Series is where the marine industry biggest names speak: Bigger than ever before in 2011, and featuring the strongest selection of boat building, operations, management and service education in the show show's 21 year history. The conference offers 90+ sessions in 14 specialized tracks which means incomparable educational and

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career development opportunities for all levels of boat building and marine professionals.

**FREE Exhibitor Workshops:** Available during IBEX at no charge to attendees. Exhibitors presenting a workshop receive full benefits of our pre-show and on-site promotions.

**Outdoor Demonstration Area:** The outdoor demonstration area is one of the most well attended educational destinations for boat building professionals attending IBEX. This area is the perfect solution for any exhibitor who has products or equipment that can't be demonstrated indoors due to noise issues and fumes.

**Pavilions & Specialty Routes:** IBEX hosts several very popular "shows within the show" including:

- Aftermarket Pavilion
- International pavilion areas hosted by individual countries.
- Composites Pavilion which includes tools & machinery.
- Standards & Compliance Pavilion
- NEW for 2011 – GREEN Marine Route
- Yacht Building Trade Route
- Evaporative Emissions Solutions Route

**About Us:**

IBEX is owned and produced by *Professional BoatBuilder* magazine and National Marine Manufacturers Association (NMMA). For boat builders, designers, repairers, surveyors, and boat-yard/marine operators, IBEX is the single source for the latest boatbuilding technologies, tools, and materials. For complete information, visit: [www.ibexshow.com](http://www.ibexshow.com)

**About Professional Boatbuilder magazine:** *Professional BoatBuilder*, a boatbuilding-industry trade magazine, was first published in 1989 in response to a growing need for a dedicated forum for boat building-related professionals. The magazine's worldwide readership exceeds 24,000 (subject to BPA International audit). *Professional BoatBuilder* is online at [www.proboat.com](http://www.proboat.com).

**About NMMA:** The National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters in North America. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. Learn more at [www.nmma.org](http://www.nmma.org).

**IBEX 2012 Exhibition Rates**

IBEX is co-owned and produced by *Professional BoatBuilder* magazine and National Marine Manufacturers Association (NMMA). Booth space is sold in 10 x 10' square-foot units. The booth rate is based on your NMMA member status. \$2400. USD per unit for NMMA members, or \$2900 USD per unit for non-members.

**Questions? Contact Us**

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**For complete show information, visit our web site at:  
[www.ibexshow.com](http://www.ibexshow.com)**

**If you missed IBEX 2011, here's what some of your colleagues had to say about their experience.**

"IBEX was fantastic for the National Marine Representatives Association. We had excellent traffic at our booth. Our workshop on harnessing the power of independent reps was a success. The attendees were happy with the content and the IBEX team was very helpful along the way. We're already planning bigger things for IBEX 2012."

~ Chris Kelly, Waters & David Co. and NMRA president

"We were pleasantly surprised at the strong International presence at this years IBEX. Turning Point closed deals that added distributors in Germany, Puerto Rico, and Turkey during the show, we had meaningful discussions with a new Japanese customer, and we fielded serious inquiries from potential customers in South/Central America, the EU, Eastern Europe, and the Caribbean."

~ Ron Bailey, Vice President of Sales and Marketing, Turning Point Propellers

"Our participation in IBEX 2011 was well worth the effort. We still feel confident that we could not have found a better venue than IBEX to expose our product to distributors and engine suppliers in the important North American market. IBEX was very important to us and we would definitely recommend it to any European company with ambitions to promote their product in North America (even though we also got interested visitors to our booth from Finland, Sweden, Norway and the Caribbean and Peru as well!) We are very pleased with IBEX and its management. We really appreciated the professionalism and helpfulness of you and your fellow colleagues!"

~ Mattias Brundell, Brunco AB, SWEDEN

"We had an excellent show and are taking more space next year. Chris Craft made the decision at this show to use our product and Brunswick is thinking about it!"

~ SmartPlug, Ken Smith

"Business was non-stop day one and day two. We generated more leads than expected and to-date, we're estimating \$200,000 to \$300,000 of new business!"

~ Kommerling, Kent Janeway

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