



FROM: National Marine Manufacturers Association
231 S. LaSalle St., Suite 2050, Chicago, IL 60604

FOR IMMEDIATE RELEASE

CONTACT: Sarah Ryser (sryser@nmma.org; 312.946.6285)

IBEX 2011 Sets Course for Future of Recreational Boating with World's Largest Marine Trade Seminar Series

***Most Diverse Range of Educational Opportunities in Show's History with more than 90
New Seminars***

IBEX Docks October 17-19, 2011 in Louisville, KY – [Registration Now Open](#)

Louisville, Ky. – June 7, 2011 – Following a successful show in 2010, the 2011 [International BoatBuilders' Exhibition and Conference \(IBEX\)](#), will again take place at the Kentucky Exposition Center in Louisville. This year, the show will run **October 17-19, 2011**, and host the [marine industry's most expansive seminar series](#) with the largest selection of course material in the show's 21-year history.

More than 100 industry authorities will conduct 91 different educational seminars, a 30 percent increase compared to 2010. The show's renowned Technical Series returns, and the Management, Services and Operations Series is expanding with four new course tracks, making IBEX 2011 significant for anyone who has their hand in the industry – builders, designers, dealers, boat yards, and other service providers.

"The IBEX seminar series sets the standard for education in the marine industry, which has become a vital component to its ability to grow and flourish," said *Professional Boatbuilder* magazine publisher and show co-director Carl Cramer. "The success of our industry is about WHAT you know, and constant innovation. With the addition of more than 30 new seminars and topics that address all facets of boating business, IBEX offers great value for everyone from the manufacturer to the dealer's service and parts manager."

The [IBEX 2011 seminar series](#) has 14 specialized tracks covering Design and Engineering – Power, Composites Methods and Materials, Survey and Repair, Wood and Metal, Marine Electrical Systems, Onboard Systems, Boatyard Operations, Manufacturing Management, and Education and Training; plus four new tracks and the second annual Dealer Development track:

- **Design & Engineering – Sail**, produced by *Seahorse International Sailing* magazine
- **Marine Service**, produced by the Association of Marine Technicians (AMTECH)
- **Marina Operations**, produced by the Association of Marina Industries (AMI)
- **Marine Electronics**, produced by the National Marine Electronics Association (NMEA)
- Enhanced **Dealer Development** track, produced by *Soundings Trade Only*

Other seminar series partners for the 2011 show are: American Boat & Yacht Council (ABYC); American Boat Builders and Repairers Association (ABBRA); National Marine Manufacturers Association (NMMA); *Professional BoatBuilder* magazine; and Marine Industry Technical & Education Council (MITEC).

In addition to this year's seminars, IBEX 2011 will host more than 500 OEM and aftermarket exhibitors and feature several specialty pavilions, pre-conference sessions, free exhibitor workshops, and special events, plus live outdoor demonstrations by industry professionals utilizing the newest products in real-world application situations that will change the way boating business gets done. Visit IBEXShow.com for more details.

Register early and save! Attendees who register before September 12 can save up to \$100 off of seminar packages or \$15 on individual sessions. IBEX 2011 takes place at the Kentucky Exposition Center Monday, October 17 from 10:00a.m.-6:00p.m.; Tuesday, October 18 from 10:00a.m.-6:00p.m.; and Wednesday, October 19 from 10:00a.m.-4:00p.m.

Be 'Social' – join the IBEX conversation on [LinkedIn](#), [Twitter](#), and [Facebook](#).

Editors' Note: Members of the press who plan on attending IBEX should register [here](#). **All media badges must be picked up during the show at the Kentucky Exposition Center in the press room (South Wing Boardroom).**

###

About IBEX

IBEX is owned and produced by *Professional BoatBuilder* magazine and the National Marine Manufacturers Association (NMMA) and is the marine industry's largest technical trade event. For boat builders, marine industry dealers, aftermarket suppliers and buyers, designers, repairers, surveyors, and boatyard/marine operators, IBEX is the single source for the latest boatbuilding technologies, tools, and materials. For the latest information, visit IBEXShow.com.