



FROM: NATIONAL MARINE MANUFACTURERS ASSOCIATION
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FOR IMMEDIATE RELEASE

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IBEX 2011 Grows, Sets Course for Future of Recreational Boating

21st annual IBEX show expands to more than 100,000 square feet, offering more exhibitors, education

CHICAGO –October 6, 2011 – After a successful inaugural show in Louisville last year with attendance up 13 percent, the [2011 International Boatbuilders' Exhibition and Conference \(IBEX\)](#) is poised for another year of growth at the Kentucky Exposition Center. This year's show will see a stronger footprint with exhibit space surpassing 100,000 square feet, an eight percent jump over 2010 (103,900 vs. 95,700); exhibitor registration up 2.3% to 556; and at least 60 first-time exhibitors to date. In addition, the Composites Pavilion and Compliance Standards and Education Pavilion are sold out, with only a few open booths available to exhibit in the 2011 show.

IBEX 2011 will also host the [marine industry's most expansive trade seminar series](#) with the largest selection of course material in the show's 21-year history, and there are several new additions catering to every marine industry stakeholders' needs.

"The increase in floor space and exhibitor participation is encouraging and reaffirms our decision to move the show to Louisville – a more centralized, cost-effective location. We're committed to ensuring the growth of IBEX so it remains the must-attend event for the boating industry," said Thom Dammrich, president of the National Marine Manufacturers Association, show co-producer. "With more educational offerings than ever before and the IBEX scope expanding with more specialty events and courses, there truly is no other marine trade event that gives the entire industry an opportunity to conduct a year's worth of business in just three days."

During the annual three-day event, 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 programs, making IBEX 2011 significant for anyone who has their hand in the industry – builders, designers, dealers, boat yards, and other service providers.

IBEX 2011 is also hosting a variety of [new events](#), courses and special sessions including the new Green Marine Route and NMEA 2000® ConnectFest, plus returning favorites including the annual Industry Breakfast, the IBEX Aftermarket Pavilion, Dr. Shrink's daily shrink wrap lessons, outdoor demonstrations, free workshops and more.

[Register today](#) for IBEX 2011, taking 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.

Get the IBEX inside scoop, network with your peers and promote your products and company news 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).**

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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.