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FOR IMMEDIATE RELEASE

Navigate North America's Largest Marine Trade Event from the Palm of Your Hand with New IBEX Mobile Website

Recreational Boating & Fishing Foundation Named Official IBEX Mobile Website Sponsor

Louisville, Ky. – September 13, 2011 –North America's premier marine trade event is going mobile—the 21st annual [International BoatBuilders' Exhibition & Conference \(IBEX\)](#), taking place next month at the Kentucky Exposition Center in Louisville, announced today the launch of the [IBEX Mobile Website](#), offering attendees the chance to turn their phones into an interactive IBEX planner.

“The new IBEX Mobile Website makes it easier than ever for visitors to navigate the show and personalize their show experience right from the palm of their hand, with features that allow for optimal organization, real time updates from the show floor, and much more,” said *Professional Boatbuilder* magazine Publisher and show Co-Director Carl Cramer.

Features of the IBEX Mobile Website include:

- **Plotting & Charting-Events:** Find "Where" and "When" for every seminar and special event at the show. Filter by day and/or location.
- **Exhibitor, Seminar and Special Event Information:** Find complete descriptions and lists of seminars, special events, workshops and exhibitors to make planning easy at IBEX 2011. Drill down to daily schedules, exhibitor information and descriptions of featured seminars.
- **Set Your Course with Maps:** Find maps of IBEX that allow you to scroll and zoom to pinpoint where you need to be on the show floor.
- **Shuttle Schedule:** Plan your arrival and departure to and from the Kentucky Exposition Center.

The official sponsor of the IBEX Mobile Website is the [Recreational Boating & Fishing Foundation \(RBFF\)](#). “Everyone is looking for information on the go these days, and we've made it a priority to provide the Take Me Fishing campaign resources, which include boat ramp locations and fishing hotspots, easily accessible on mobile platforms,” said RBFF President and CEO Frank Peterson. “We're pleased to support the IBEX mobile site as way to help attendees enjoy and more easily navigate the show.”

Download the free IBEX Mobile Website for Smartphones on the [IBEX home page](#). Or, download it directly to your phone here:



Visit the [IBEX Mobile Website page](#) for more details.

[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.