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FOR IMMEDIATE RELEASE

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New and Noteworthy at IBEX 2011

Industry's Most Diverse Range of Seminars, Special Events & New Feature Areas Aim to Build Business, Set Course for Boating Innovation

[Register](#) by September 12 to Save

Louisville, Ky. – August 16, 2011 – The [2011 International Boatbuilders' Exhibition and Conference \(IBEX\)](#), which docks October 17-19 at the Kentucky Exposition Center in Louisville, Ky., is preparing the industry for the future of boating with several new additions and can't-miss events, plus returning favorites, including the [marine industry's most expansive seminar series](#) with the largest selection of course material to date addressing all industry segments, the new Green Marine Route, ConnectFest, the annual Industry Breakfast, and much more.

Here's a snapshot of IBEX 2011 highlights:

Monday, October 17

7:30-9:30a.m. – Annual IBEX Industry Breakfast – This year's Industry Breakfast keynote is a can't-miss! She has appeared on the cover of *The Wall Street Journal*. She has appeared at The White House. And on October 17, marine professionals will have the opportunity to hear internationally acclaimed inspirational speaker, Mikki Williams, ranked alongside Lou Holtz and Bill Gates as one of the top speakers in America. Williams' message of empowerment will resonate with boat builders, designers and other members of the boating community who have been forced to adjust their thinking to remain competitive in today's marketplace.

Preceding Williams' address will be an opening from Thom Dammrich, President of NMMA, followed by presentations for the Marine Hall of Fame Award, Alan J. Freedman Award, Mel Barr Award, and 2011 IBEX Innovation Awards.

7:00p.m. – Opening Night Party: Fourth Street LIVE– All exhibitors and attendees are invited to enjoy downtime and network with colleagues from across the industry at Louisville's premier entertainment district located on Fourth Street in the heart of the city's historic downtown. Fourth Street LIVE! is the IBEX social destination to kick off a week of business productivity. Drink and dinner specials will be offered to IBEX badge holders at several restaurants and bars on Fourth Street; outdoor live music provided by The Magic Mama Band.

Each day, IBEX will also offer:

NEW: Green Marine Route – Looking to work with more environmentally-conscious companies? The Green Marine Route includes exhibitors offering environmentally or eco-friendly products. Products included in the route are either U.S.D.A. bio-preferred; listed on the EPA DFE (Design For Environment)

list; have an EPA GREEN CHECK; or have the “Green Seal” rating (paints and solvents). A complete list of participants in the Green Marine Route is available in the [IBEX 2011 Booth Guide](#).

NEW: NMEA 2000® ConnectFest – Visitors to the 2011 show will see firsthand how electronic devices operate on the National Marine Electronics Association's (NMEA) 2000® network. ConnectFest is an opportunity to see Open Source navigation and control networking in action. A single NMEA 2000® backbone, built using cable and connectors from multiple manufacturers, will be set-up and connected to a wide variety of marine products, including engine controls, displays and gauges, navigation equipment, power distribution and diagnostic tools.

NEW: Lean, Mean Closed Mold Machine, presented by Composite One, MVP and Closed Mold Alliance – This new demonstration will show the power of closed-mold technologies and their many benefits, and will showcase the use of cutting-edge materials and process improvements, such as pre-forms to model tooling made with state-of-the-art resins.

IBEX 2011 Seminar Series – More than 100 industry authorities will conduct 91 different educational seminars, a 30 percent increase compared to 2010. Fourteen specialized tracks will cover everything from Composites Methods and Materials to Survey and Repair to Boatyard Operations; plus four new series and the second annual Dealer Development:

- **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**, produced by *Soundings Trade Only*

IBEX Aftermarket Pavilion, sponsored by *Soundings Trade Only* – See and shop for the newest marine aftermarket products. Hundreds of new innovations are unveiled each year and are shown first at IBEX. Attendees can conduct strategic discussions, business reviews and negotiations with suppliers; get up-to-date with changing industry trends; and attend seminars that will introduce new technologies, products and services to marine dealers and distributors.

Dr. Shrink's daily shrink wrap lessons – Learn hands-on tips and tricks from Dr. Shrink's team of trained and certified shrinkwrap professionals from 10:00a.m.-2:00p.m. daily. Find out how to avoid common shrinkwrapping frustrations, and talk directly with experts who will help improve shrinkwrap abilities and business.

In addition to seminars and special events, IBEX 2011 will host more than 500 OEM and aftermarket exhibitors and feature several specialty pavilions, pre-conference sessions, free exhibitor workshops, 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.

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.