



PRESS RELEASES

Take Advantage of Free Media Exposure for
Your IBEX Products or Services

Press releases earn free media exposure for your products or services. Use the marine trade press to your advantage by sending out thoughtful, well-written press releases whenever your company has a newsworthy announcement leading up to IBEX.

Below is a list of industry publications that may take an interest in your company's announcements. On the following page is a sample press release for your reference, including a boilerplate paragraph about IBEX for use in writing your releases.

Boating Industry

Matt Gruhn, editor-in-chief
Ehlert Publishing Group Inc.
6420 Sycamore Lane, Ste. 100
Maple Grove, MN 55369
T: 763-383-4448
E: mgruhn@ehlertpublishing.com

Boating Industry

E-News Daily

Jon Mohr, associate editor
T: 763-383-4466
E: jmohr@ehlertpublishing.com

Composites Manufacturing

Magazine/ACMA

Andrew Brown, editor
1010 N. Glebe, Ste. 450
Arlington, VA 22201
T: 703-525-0511
E: abrown@acmanet.org

Composites Technology

Mike Musselman, managing editor
4891 Independence St., Ste. 270
Wheat Ridge, CO 80033
T: 303-467-1776
F: 303-467-1777
E: mike@compositesworld.com

International Boat Industry

IPC Country & Leisure Media Ltd.
Ed Slack, editor
Leon House, 233 High Street
Croydon, CR9 1HZ UK
T: +44 20-8726-8134
F: +44 20-8726-8196

IBI Online

Michael Verdon, editor/correspondent
246 Marlborough St.
East Greenwich, RI 02818
T: 401-203-1022
E: michael.verdon@verizon.net

Marina Dock Age/Boat & Motor Dealer

Jerome Koncel, editor
6600 W. Touhy Ave.
Niles, IL 60714
T: 847-647-2900
E: jkoncel@prestonpub.com

Marine Business Journal

Marilyn Mower, editor
330 N. Andrews Ave.
Ft. Lauderdale, FL 33301
T: 954-522-5515
F: 954-522-2260
E: marilyn@marinebusinessjournal.com

Maritime Reporter & Engineering News

Greg Trauthwein, editor
118 E. 25th St.
New York, NY 10010
T: 212-447-6700
F: 212-254-6271
E: trauthwein@marinelink.com

Professional BoatBuilder

Carl Cramer, publisher
PO Box 78
Brooklin, ME 04616
T: 207-359-4651
F: 207-359-8920
E: proboat@proboat.com

Reinforced Plastics

Amanda Jacobs, editor
The Boulevard, Langford Lane
Kidlington, Oxford OX5 1GB UK
T: +44 18-6584-3638
F: +44 18-6584-3973
E: RP@elsevier.com

Soundings Trade Only

Bill Sisson, editor-in-chief
10 Bokum Road
Essex, CT 06426
T: 860-767-3200 ext.258
E: sisson@soundingspub.com

TradeOnlyToday E-News

Melanie Winters, associate editor
T: 860-767-3200
E:
m.winters@tradeonlytoday.com

WorkBoat

David Krapf, editor-in-chief
121 Free St.
Portland, ME 04112-7437
T: 207-842-5500
F: 207-842-5503
E: dkrapf@divcom.com

Questions? Call Tina at 802-879-8324, or Anne at 716-662-4708.

For Immediate Release
Today's Date, 2010

Contact: John Doe
555-555-5555

Acme Inc. To Unveil Pioneering Laminating Epoxy at IBEX 2010

ANYWHERE, USA—Acme, Inc. is introducing Acme ASE-16 Epoxy, an innovative, new laminating epoxy, at IBEX 2010, September 28–30, 2010, in Louisville, Kentucky. This superior epoxy features an exceptionally high tensile strength—as much as twice that of currently available laminating resins.

“ASE-16 Epoxy is the result of five years of laboratory and field testing,” explains John Doe, president of Acme Inc. “This new resin promises to give boat builders greater flexibility in determining laminate schedules.”

Acme's technical director, Billy Bob, and field service manager, Suzie Q. will be on hand at IBEX 2010 to exhibit Acme ASE-16 Epoxy. Applications for both composite boats and wooden boats will be demonstrated. Visit Acme Inc. at booth #9999 for more information and a hands-on demonstration of Super Epoxy's exceptional adhesive and laminate properties.

Acme Inc. is a worldwide manufacturer and supplier of marine laminates and adhesives. Based in Anywhere, USA, and serving the marine and aerospace industries, Acme Inc. has a reputation for quality, reliability, and performance that is unparalleled among the composite fabrication trade.

IBEX will be held September 28–30, 2010, at the Kentucky Exposition Center in Louisville, Kentucky. IBEX is owned and produced by *Professional BoatBuilder* magazine and National Marine Manufacturers Association (NMMA). The show features more than 500 marine-industry suppliers displaying the latest in boatbuilding products and technology. IBEX also presents more than 60 acclaimed seminars, plus exhibitors' workshops and demonstrations. For more information, visit www.ibexshow.com, e-mail info@ibexshow.com, or call +1 207-359-4651.

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