

IBEX • NEWS RELEASE

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IBEX Delivers Quality Attendance

BROOKLIN, MAINE— Despite a flat economy, boat builders and marine professionals from around the world turned out in record numbers to attend IBEX 2007, held October 10-12 in Miami Beach. The verified attendance numbers indicate a slight increase of 4,570 attendees from 67 countries in 2007 compared to 4,509 in 2006. The attendance figure does not include the individuals/staff from the 900 exhibiting companies, which would make the total verified attendance 8,709 for IBEX 2007. IBEX conforms to IFBSO (International Federation of Boat Show Organisers) reporting standards.

Carl Cramer, show co-director of IBEX, said, "IBEX 2007 was a wonderful event. More exhibits than ever, and good use was made of the expanded floor plan. There was activity at every level: on the exhibit floor, in the seminar rooms, at the outdoor demos. And the quality of attendees was outstanding. We are looking at building upon this year's success in 2008"

IBEX 2007 hosted almost 900 exhibitors, which included manufacturers and suppliers from six continents, and more than 25 countries.

"IBEX consistently delivers high-quality attendees, which is one main reason the show is a continual success for our participants," said IBEX co-director and NMMA Manager of Trade Events, Kathleen Clickett. "Both attendees and exhibitors offered positive feedback about the expanded floor plan, new pavilions and centrally-located attendee lounges and internet cafes throughout the show floor. All in all, feedback shows our exhibitors were very pleased."

Attendees and Exhibitors Pleased With Results

"It is our opinion that IBEX is THE MOST important trade show in the entire industry." Said Joseph Stephens, Challenge Marine Group

" IBEX is critical to our ability to stay current. For three days we focus on our product purchasing and make a lot of decisions. This show saves us hours of research just with the ability to compare product as well as finding new ones without having to spend time with salespersons during normal workdays. We really appreciate this event." *Chuck Kinter, American Boatworks*

" Australian companies have drawn serious interest in their products at IBEX which we have found to be an essential marketing event when planning to do business within the USA," said AIMEX CEO Mary Anne Edwards.

Coursemaster/Hydrive's managing director, Richard Chapman, advised he had received considerable interest in the company's new Hydrive electronic steering E-Series Commander

range. "We've found IBEX to be one of the most important shows for the US market, you simply can't afford not to be here," he said.

"Paneltronics was extremely pleased with the quality of the attendees, the opportunity to show new product to our customers and to be part of the annual event of the marine community," said Michele J. Goldsmith, of Paneltronics.

Exhibit space for IBEX 2008 is already in demand. "Many renewing exhibitors have asked for increased booth space and new companies have already contacted us for space in the 2008 show. Any company who is interested in exhibiting should contact us immediately." says Tina Sanderson, IBEX Sales Director. Companies interested in receiving exhibitor information should contact Tina Sanderson at 802-879-8324, or Anne Dunbar at 716-662-4708.

IBEX is owned and produced by Professional BoatBuilder magazine and National Marine Manufacturers Association. For boat builders, designers, repairers, surveyors, and boatyard/marine operators, IBEX is the single source for the latest boatbuilding technologies, tools, and materials. For more information, visit the IBEX Web site at www.ibexshow.com.

Professional BoatBuilder, a boatbuilding-industry trade magazine, was first published in 1989 in response to a growing need for a dedicated forum for boatbuilding-related professionals. The magazine's worldwide readership exceeds 26,000 (subject to BPA International audit). Professional BoatBuilder is online at www.proboat.com.

NMMA is the premier trade association for the U.S. recreational-boating industry, and its members produce more than 80% of the boats, engines, trailers, accessories, and gear used by boaters and anglers nationwide. NMMA is dedicated to industry growth through programs in public policy, market research and data, product-quality assurance, and marketing communications.