



FROM: NATIONAL MARINE MANUFACTURERS ASSOCIATION
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FOR IMMEDIATE RELEASE

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IBEX 2010 Boosts Seminar Program to Set Course for Innovation, Future of Boating

***Record Number of Seminars, New Dealer Development Program Create Largest
Three-Day Industry Education***

***The New IBEX featuring a MAATS Pavilion Docks Sept. 28-30, 2010 in Louisville, KY –
[Seminar Registration Now Open](#)***

Louisville, Ky. – July 13, 2010 – The [2010 International Boatbuilders' Exhibition and Conference \(IBEX\)](#), taking place **September 28-30, 2010** at the Kentucky Exposition Center in Louisville, is hosting its [seminar series](#) with more sessions than ever before and new topics to address the needs of the entire marine industry. Leading authorities will host 68 educational seminars ranging from composites methods and engineering to marine electrical systems and boatyard operations. And with the addition of the **new Dealer Development – Service & Parts Managers program**, the 2010 IBEX seminar series is a can't-miss education course for everyone in marine trade to prepare for the future of boating.

"The IBEX seminar series sets the standard for education in the marine industry, which has become a vital component to our industry's ability to grow and flourish," said *Professional Boatbuilder* magazine publisher and show co-director Carl Cramer. "How a company responds to the pressures of our economic environment and stays at the forefront of innovation will define how they emerge. With the addition of the seminars for Dealer Service and Parts Managers, IBEX has become a must-attend event for everyone, from the manufacturer to the dealer service and parts manager, who wants to stay afloat and flourish."

The IBEX 2010 seminar series has 12 professional tracks around the following topics: Design & Engineering; Composites Methods & Materials; Survey & Repair; Wood & Metal; Onboard Systems; Marine Electrical Systems; Boatyard & Marina Operations; Education & Training; Manufacturing Management; and **new** Dealer Development for Service and Parts Managers. A complete schedule of seminars can be found at IBEXShow.com.

The IBEX 2010 technical seminar program is organized and produced by Professional Boatbuilder magazine, the American Boat and Yacht Council (ABYC), American Boat Builders and Repairers Association (ABBRA), Marine Industry Training and Education Council (MITEC) and National Marine Manufacturers Association (NMMA).

In conjunction with this year's seminars, IBEX 2010 will host more than 500 exhibitors and several specialty pavilions and routes including: the **new** MAATS Aftermarket Pavilion; Composite Pavilion; and Evaporative Emissions Solutions Route. The 2010 show will also feature live outdoor demonstrations by industry professionals utilizing the newest products in real-world application situations, 20 FREE exhibitor workshops, and a variety of special events. Visit IBEXShow.com for more details.

[Register today](#) for IBEX 2010, taking place at the Kentucky Exposition Center Tuesday, September 28 from 10:00a.m.-6:00p.m.; Wednesday, September 29 from 10:00a.m.-6:00p.m.; and Thursday, September 30 from 10:00a.m.-4:00p.m.

Attendees who register before August 20 can receive up to \$100 off the entire conference program or save \$15 on individual seminar sessions. The deadline to register online for seminars and workshops is September 21. Seating cannot be guaranteed without advance registration.

IBEX Gets Social:

- Network with marine industry peers on [LinkedIn](#)
- Follow IBEX on Twitter [@IBEXShow](#) for up-to-the-minute show news

EDITOR'S NOTE: Members of the press who plan on attending IBEX 2010 may contact Sarah Ryser for a media badge. 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 largest boating industry gathering of 2010. 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 www.ibexshow.com.