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FOR IMMEDIATE RELEASE

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IBEX Welcomes MAATS to Become North America's Largest Marine Trade Event

***IBEX 2010 Offers Marine Industry One Central Source for Innovation, New Opportunities
for Business Growth***

IBEX Takes Place Sept. 28-30, 2010 in Louisville, KY – Registration Now Open

CHICAGO – April 27, 2010 – Given its new central location and the addition of MAATS (Marine Aftermarket Accessories Trade Show), the [2010 International Boatbuilders' Exhibition and Conference \(IBEX\)](#) is poised to be the marine industry's largest and most influential trade event in North America, taking place **September 28-30, 2010** at the Kentucky Exposition Center in Louisville. Produced by *Professional BoatBuilder* magazine (*PBB*) and the National Marine Manufacturers Association (NMMA), IBEX 2010 is the only destination to see the newest boatbuilding technology and marine aftermarket products from more than 500 manufacturers in one place, creating new and tangible benefits for both exhibitors and attendees.

"To improve the efficiency of marine trade shows, the scope of IBEX needed to change, becoming a must-attend event for the growth and success of ALL marine trade," noted Carl Cramer, IBEX co-director and publisher of *Professional BoatBuilder* magazine. "One trade event for OEM and aftermarket parts and accessories will create a more productive environment, reduce exhibitor costs and time, and attract a broader base of attendees to the show"

In addition to the new MAATS Aftermarket Pavilion, IBEX 2010 is planning an expanded seminar series, specialty pavilions, opportunities for buyer-supplier meetings, free workshops and more.

"Adding the MAATS Aftermarket Pavilion among a variety of other new offerings this year, there truly is no other event in North America that gives the entire marine industry an opportunity to conduct a year's worth of business in just three days," said Thom Dammrich, president of NMMA. "And as the sixth largest convention facility in the U.S., the Kentucky Exposition Center offers an affordable and centrally-located home for IBEX that can easily accommodate exhibitors, attendees, and activities while allowing the show room for future growth."

[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.

IBEX Gets Social:

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

IBEX is owned and produced by *Professional BoatBuilder* magazine and National Marine Manufacturers Association (NMMA) and is the largest boating industry gathering of 2009. 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.

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Professional BoatBuilder, the 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 23,000 (subject to BPA International audit). *Professional BoatBuilder* is online at www.proboat.com.

The **National Marine Manufacturers Association (NMMA)** is the leading association representing the recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters in North America. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. Visit www.NMMA.org for more information.