

IBEX ♦ NEWS RELEASE

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IBEX Announces Relocation to Louisville in 2010

Lower Exhibitor Rates and Travel Costs Cited for Move to New Central Location

BROOKLIN, MAINE — The [International Boatbuilders' Exhibition and Conference \(IBEX\)](#) announced today plans to relocate the annual marine industry event to the [Kentucky Exposition Center](#) in Louisville beginning in 2010. After seven years in Miami Beach, [Professional BoatBuilder magazine \(PBB\)](#) and the [National Marine Manufacturers Association \(NMMA\)](#), along with an industry-based advisory committee, made the decision to relocate following months of site reviews and analysis. IBEX 2010 will be held September 28-30, 2010, in Louisville, Ky.

Carl Cramer, IBEX show co-director and publisher of *Professional BoatBuilder* magazine, explains, "Over the years, our attendees and exhibitors have expressed increasing concerns about the high costs in south Florida. Our primary duty as show producers is to keep our constituents happy, and to produce a high-quality trade show. We are confident our location in Louisville will prove to be a successful new beginning."

Cost savings for exhibitors and attendees was the primary motivation for the show's change in location. Lower producer facility costs will provide exhibitors a reduction in exhibit space and labor costs. Labor rates at the Kentucky Exposition Center will be down as much as eight to 10 percent from the Miami Beach Convention Center. In addition, Louisville hotel rates, as well as food and beverage costs, often chief concerns with the Miami Beach venue, will likely see more than a 20 percent reduction with the new location.

"IBEX has had a tremendous run in Miami Beach, however, given recent changes in today's economy and the boating industry, we felt show exhibitors and attendees would benefit from the move to a more central location that will help lower their costs to participate," says Thom Dammrich, NMMA president. "While several cities and venues were considered, Louisville and the Kentucky Exposition Center were identified as the best fit for IBEX."

The Kentucky Exposition Center is the sixth largest convention facility in the U.S., currently hosting seven of the country's top 30 tradeshow. The facility, which was recently expanded, can easily accommodate IBEX exhibitors, attendees, and activities, as well as the [new MAATS Aftermarket Pavilion](#), while allowing the show room for future growth.

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, designers, repairers, surveyors, and boatyard/marine operators, IBEX is the single source for the latest boatbuilding technologies, tools, and materials. For more 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.