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BOATS BEGIN

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TAMPA PREPARES FOR THOUSANDS OF MARINE PROFESSIONALS TO GATHER AT THE 26th INTERNATIONAL BOATBUILDERS' EXHIBITION & CONFERENCE

BROOKLIN, ME, September 29, 2016 – Thousands of marine professionals will convene next week, October 4 – 6, 2016, for the 26th International BoatBuilders' Exhibition & Conference (IBEX) being held at the Tampa Convention Center in Tampa, FL. **IBEX** (www.ibexshow.com) is the marine industry's largest technical trade event in North America, bringing together 556 exhibiting companies, of which 110 are new to the Show. Two exhibit halls and an expanded dock display combine to offer 118,000+ square feet of exhibits both inside and on the water. Strong pre-registration indicates that approximately 7,000 boating industry professionals will attend the 3-day event.

"We are excited to bring the leading marine industry event back to Tampa and offer several new and innovative special features, networking events, and interactive show floor displays. Registration is still open online and will also be available on-site for walk-ins who are interested in the free exhibit halls, or attending any of the 55 technical seminars. Exhibitor Workshops in the new Tech Talk Theater are also free." said Anne Dunbar, IBEX Show Director. "This year's gathering of thousands of industry professionals is the must attend event of the year to source the most advanced products and technologies now available to the boatbuilding industry." Highlights for IBEX include:

- **Dynamic Education Program**

- **Super Sessions** – IBEX will start off on Monday, October 3 with six Super Sessions, produced and presented by exhibitors including Blue Sea Systems, NMEA, SNAME, MasterVolt and West Systems, Inc. The three to eight hour workshops will review in-depth, hands-on technical topics prominent in the marine industry. For a complete list of sessions, [click here](#).
- **The Seminar Series** – IBEX will offer over 55 seminars, sponsored by ABYC, ABBRA, NMEA, NMMA, and *Professional BoatBuilder* magazine, offering world-renowned technical education from fundamental skills to cutting-edge advanced training and is designed for shop floor crew, seasoned technicians, and company officers. Industry experts will present the most advanced technical training in the world for the marine industry. For the complete list of seminars, [click here](#).
- **Tech Talk Workshops** – In addition to the hundreds of exhibitors showcasing their latest products, there will be 16 free exhibitor workshops live on the 2nd floor in the Tech Talk Theater. IBEX exhibitors will present new products and processes, offering the latest information on cost-saving techniques, new technologies, and tools to improve boating industry business. For the complete listing of workshops, [click here](#).
- **How to Win with the First-Time Boat Buyer, Presented by Discover Boating.** Discover Boating's latest research explores the new paths people take to boat ownership. Join Discover Boating and their agency partner, OLSON, as they share findings from the most comprehensive study of first-time boat purchasers done to date. Wednesday, October 5th, 1 – 2 PM in Room 15. No registration or fee required.
- **Industry Breakfast & Innovation Awards** will feature Shark Tank's Kevin Harrington who will present the keynote speech. The State of the Industry will be delivered by Thom Dammrich, NMMA President, followed by presentations of important industry awards including the prestigious IBEX Innovation Awards. For tickets to the industry breakfast, [click here](#) or call IBEX Registration 484-751-5135.

- **Exciting Networking Events**
 - **Composite Tech Talks** – attendees will have access to Tech Talk Live Discussions on Nanotechnology, Rethinking Materials and Process and Taking Production Boat to the Next Level. There will refreshments and light snacks available. This event takes place in the Composites Pavilion from 5pm to 6pm Tuesday and is sponsored by Composites One and Magnum Venus Products.
 - **Opening Night Party** - Celebrate the opening day of IBEX at the Sail Pavilion, just outside of the convention center. Drink specials, live entertainment, and a food truck bazaar will keep the excitement of the opening day going into the evening. The party will be taking place Tuesday, October 4th, after the exhibit hall closes at 6 pm.
 - **After Hours Networking Destinations** – Attendees have access to specials at Tampa hot spots with an IBEX badge including Splitsville in Channelside, Ferg's Live and the WXYZ Bar which will host the Marine Millennials on Wednesday, October 5th at 9 pm.
 - **Marine Millennials at IBEX** - for young professionals under the age of 35 to connect, learn, share and expand their presence in the industry. Several activities are planning for during IBEX, including two Coffee & Conversation mentoring sessions and a social night-cap on Wednesday, Oct 5th. For more details, [click here](#).
- **Interactive Exhibit Hall:**
 - **Innovation Way** - in aisle 100, will feature all 85 of the 2016 Innovation Award participant's products, showcasing the latest in marine industry product development and technology. To view a complete list of exhibitors and learn more about their new products, [click here](#).
 - **The Connected Boat Interactive Display** will offer live demos daily by NMEA's Steve Spitzer, presenting an overview of how NMEA 2000 Standards can benefit boat builders, and by Peter Braffitt of Gemeco Marine Accessories highlighting the common parameters that can be monitored using NMEA 2000 and other networking technologies, and Chetco Digital will demo cloud-based monitoring systems and on-board wireless technology.
 - **Future Materials Display** is a hands-on exhibit curated by editors from *Professional BoatBuilder* and *CompositesWorld* magazines where attendees will find a collection of new materials, processes, and technologies from marine, aerospace, and automotive industries, plus some applied academic research and development.
- **IBEX Fleet on the Docks** – The IBEX docks have expanded to more than 35 boats directly outside the Tampa Convention Center offering access to test drive more boats with the newest technology and accessories. Dock seminars will take place in slip 62. For the complete schedule of events, [click here](#).
- **IBEX Mobile App** - IBEX offers a smartphone app that will make it easier to navigate around IBEX's exhibit halls, and offers complete show information including access to the list of exhibitors, booth numbers, a searchable exhibit floor, live links to all social media, a list of events, and complete information on seminars, workshops and locations. To download, [click here](#).

About the International BoatBuilders' Exhibition & Conference (IBEX)

IBEX (www.ibexshow.com), is owned and produced by *Professional BoatBuilder* magazine and the National Marine Manufacturers Association (NMMA), and annually gathers thousands of industry professionals. *Professional BoatBuilder* (www.proboat.com), a boatbuilding-industry trade magazine, was first published in 1989 in response to a growing need for a dedicated forum for those working in design, construction, and repair and has a worldwide readership exceeding 24,000. **The National Marine Manufacturers Association** (www.nmma.org) is the leading trade organization for the North American recreational boating industry. NMMA member companies produce more than 80 percent of the boats, engines, trailers, marine accessories and gear used by millions of boaters in North America. The association serves its members and their sales and service networks by improving the business environment for recreational boating including providing domestic and international sales and marketing opportunities, reducing unnecessary government regulation, decreasing the cost of doing business, and helping grow boating participation. As the largest producer of boat and sport shows in the U.S., NMMA connects the recreational boating industry with the boating consumer year-round.