



Kate Holden
Director of Marketing, IBEX
207-221-6651
kate@ibexshow.com

Andrew Golden
PR Contact
Rushton Gregory Communications
agolden@rushtongregory.com

FOR IMMEDIATE RELEASE:
July 9, 2020

IBEX 2020 ANNOUNCES TRANSITION TO A VIRTUAL EVENT

International BoatBuilders' Exhibition & Conference to Bring the Marine Industry Together for an Online Community Experience

Tampa, Fla. – The 30th International BoatBuilders' Exhibition and Conference (IBEX), scheduled for September 29 – October 1, 2020, announced today it will transition to a virtual only event allowing the entire marine industry to come together in a new way as an online community. This decision was made to pivot the in-person show to a virtual only event due to the ongoing COVID-19 pandemic. The marine industry will still be able to connect virtually with all the experts and product manufacturers at the new IBEX online event on the same IBEX 2020 dates.

"The health and safety of our visitors, exhibitors, and partners is our primary concern," said Anne Dunbar, IBEX Show Director. "While gathering in-person is not the right decision this year, we will instead connect virtually. IBEX is known for forward-thinking education and allowing buyers and manufacturers to meet and do business. We are working to bring all that you expect from IBEX to an online format. With the barriers of travel, budget constraints and time away from the office removed, this is a unique opportunity to attend from a distance and a great chance to share IBEX with your co-workers and teams who don't typically attend, particularly emerging professionals or those new to the marine industry."

The details for *IBEX Online: A Virtual Experience* are currently being developed. Registration for the new virtual IBEX experience will be announced in August.

For more on IBEX, please visit www.ibexshow.com.

- 30 -

About the International BoatBuilders' Exhibition & Conference (IBEX):

IBEX, Where Better Boats Begin (www.ibexshow.com), is the marine industry's largest technical trade event in North America and is powered globally by METSTRAD, the world's leading platform and community for professionals in the leisure marine equipment industry. IBEX is owned and produced by the National Marine Manufacturers Association (www.nmma.org) and RAI Amsterdam (www.rai.nl). The 2020 IBEX has transitioned to a virtual only event and will no longer take place as scheduled at the Tampa Convention Center, September 29 - October 1, in Tampa, FL USA. For more information, please visit www.ibexshow.com

IBEX 2020 ANNOUNCES TRANSITION TO A VIRTUAL EVENT

PAGE 2



**THE INTERNATIONAL BOATBUILDERS'
EXHIBITION & CONFERENCE**

POWERED BY  **METSTRADE**
MARINE EQUIPMENT TRADE SHOW

For additional editorial requests, please contact:

Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com