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**EXCITING FEATURE AREAS ADDED TO SEPTEMBER'S IBEX SHOW**

*Targeted Pavilions to Focus on Future Materials, Electronics, Marina & Yard, and Compliance and Standards*

**TAMPA, FL June 28, 2017** – To make navigating the more than 650 exhibiting companies easier, The International BoatBuilders' Exhibition & Conference (IBEX), taking place September 19-21, will offer several specialized pavilion areas featuring specific products and services. Located throughout the three show floors plus the outdoor exhibit areas there will be new & improved areas include the Electronics Pavilion connected by NMEA 2000; the Composites Pavilion which will include the Future Materials display; the new Marina & Yard Pavilion; and the Compliance, Standards, and Education Pavilion.

"With 125,000 square feet of exhibit space to see these dedicated sections of the show floor will make it to easier for everyone to find the products they are interested in," said Anne Dunbar, Show Director, IBEX. "In addition to seeing what's new, these areas offer invaluable networking opportunities during their scheduled social events, specifically the Compliance Coffee in the Compliance & Standards Pavilion to after show beers at the new IBEX Beer Garden, sponsored by Bellingham Marine."

BoatBuilders looking to experience first-hand a collection of new materials, processes, and technologies should plan to visit to the **IBEX Composites Pavilion** in the third floor exhibit hall. The Future Materials Display, curated by editors from *Professional BoatBuilder* and *CompositesWorld* magazines will showcase what's new in product development and material technology from a wide variety of sources.

"*CompositesWorld* understands that manufacturers have to keep ahead of industry trends to continue to deliver what educated customers are looking for. That is why we bring materials and technologies including nanotechnology, 3D printing, recycling/sustainability, and process and product improvements such as reduced weight and higher toughness. From visually stunning materials to products and processes that could help provide a solution and win new projects and customers, all are part of the wide range of offerings available at the Future Materials Exhibit," said Ginger Gardiner, Senior Editor, *CompositesWorld Magazine*.

**The Electronics Pavilion will now be Connected by The National Marine Electronics Association (NMEA)** and is the location where Electronics exhibitors can have their NMEA 2000 certified products connected via an NMEA 2000 network traveling within their booths in the third floor exhibit hall.

“The NMEA is proud to bring some of the most sophisticated and advanced technology available for the boating market to IBEX. Today’s consumers expect to be connected, and this is the perfect opportunity to showcase the NMEA 2000 solutions that boat builders need,” said Mark Reedenauer, President & Executive Director of the NMEA.

New for this year will be the Marina & Yard Pavilion, which will service those professionals who are eager to learn about the advancements in equipment, products, and services specifically for the marina, yard, and repair segment of the industry. After checking out the exhibits, attendees can stop by the Beer Garden sponsored by Bellingham Marine, including a Happy Hour from 4 – 6pm. Attendees can also take advantage of the International Marina Institute's (IMI) Marina 101 course and Marina and Boatyard Study Tour.

Another feature area on the show floor will be the **Compliance, Standards, and Education Pavilion** where experts will participate in a coffee networking event on Wednesday, September 20<sup>th</sup>, hosted by American Boat & Yacht Council (ABYC). Current industry regulations will be discussed for exhibitors from 9-10 am and attendees can attend from 10-11 am. And throughout the show floor will be over 68 **international manufacturers**, from 16 countries providing a great way for attendees to access more global resources.

IBEX is a must attend event for anyone in the industry who builds, designs, services or sells boats or marine products. Make plans now to attend IBEX this September. Exhibit hall registration is free through September 16, 2017, and there will be a \$25 registration fee after the deadline. Additional fees apply for Industry Breakfast tickets and the Education Conference. [Click here to register](#).

#### **About the International BoatBuilders’ Exhibition & Conference (IBEX)**

**IBEX**, Where Better Boats Begin ([www.ibexshow.com](http://www.ibexshow.com)), is the marine industry's largest technical trade event in North America and is powered globally by **METSTRADE**, 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](http://www.nmma.org)) and **RAI Amsterdam** ([www.rai.nl](http://www.rai.nl)). The 2017 IBEX is scheduled to take place at the Tampa Convention Center, September 19 – 21, in Tampa, FL USA. For more information, please visit [www.ibexshow.com](http://www.ibexshow.com).

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