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**FOR IMMEDIATE RELEASE:**

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**IBEX EXPANDS INTERNATIONAL REACH**

*New Opportunities for Attendees and Exhibitors from Around the World*

**TAMPA FL, June 13, 2017** – The 2017 International BoatBuilders' Exhibition & Conference (IBEX) will be more accessible for international participants through two new features including The International B2B VIP Program, and expanded exhibits from global vendors throughout the show floor. IBEX will be take place September 19-21, 2017 at the Tampa Convention Center in Tampa, FL for the first time since the announcement of METSTRADE and IBEX joining forces to service the global marine marketplace.

"IBEX has always had a solid international following, and our new partnership with METSTRADE will only increase our global visibility and reach," said Anne Dunbar, IBEX show director. "To better serve this growing market, we are pleased to be offering this initiative to assist new international marine professionals from overseas who come to sell and source new products and network with industry peers."

For the first time, IBEX is introducing the International B2B VIP Program which offers first-time business-to-business qualified overseas buyers a VIP invitation to the show. With a VIP Buyer's Badge, attendees will have access to the show's IBEX B2B VIP Lounge with complimentary Wi-Fi, refreshments and light snacks, lunch vouchers for two-days at a \$30 value, and an invitation to exclusive networking cocktail cruise on Wednesday September 20th.

To qualify for an IBEX B2B VIP Program registration, attendees must be a first-time visitor to IBEX from a country other than the United States, must be an established manufacturer, boatbuilder, distributor, marine retailer/dealer, marina/boatyard or other B2B entity, and have clear specifications on products they are seeking. [Click here](#) to register by September 4, 2017 or contact Julie Balzano, NMMA at [jbalzano@nmma.org](mailto:jbalzano@nmma.org).

"If you are looking to source quality made American products and peruse some of the show's list of growing international exhibitors, IBEX affords international buyers an alternate opportunity to source in the USA. The show is located just a short distance away from the Tampa International Airport with over 70 nonstop flights allowing you to get where you need to go quickly and easily," said Julie A. Balzano, Sr. Director, Export Development, National Marine Manufacturers Association.

In addition to the B2B VIP program, there will be approximately 70 international companies, throughout the exhibit halls including the Marina and Yard Pavilion, of which half of them are new to the event. These exhibitors will be displaying products from Australia, South Korea, United Kingdom, Norway, Italy, Sweden, Germany, Slovenia, Belgium, China, Taiwan, the Netherlands, and more. For additional information about exhibiting for international exhibitors, contact Rens-Jan van Vliet, Global Sales & Marketing, T: +31 20 549 3060, E: [r.v.vliet@rai.nl](mailto:r.v.vliet@rai.nl).

**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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