



WHERE BETTER
BOATS BEGIN

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IBEX 2015 REPORTS SOLID SHOW

25th International BoatBuilders' Exhibition & Conference Receives Positive Feedback from Industry

LOUISVILLE, KY, September 17, 2015 – Building Better Boats was the theme of the 2015 [International BoatBuilders' Exhibition & Conference \(IBEX\)](#) which concluded this afternoon at the Kentucky Exposition Center in Louisville, KY. There were 4,700 total qualified attendees, equivalent to the number of professionals that were at the 2013 event when it was last held in Louisville. IBEX, drew quality boatbuilders and other industry professional from around the globe, representing 42 countries, to learn about and explore the newest in marine innovation and technology from 545 exhibiting companies, of which 110 were new to IBEX - an 11% percent increase in exhibitor participation compared to the 2013 event.

“The focus of IBEX is to build better boats, and the quality of attendees who joined us from pontoon boat to luxury sportfish yacht manufacturers, representing 42 countries, found the best new products and innovation to help them achieve that goal,” said Anne Dunbar, Show Director of IBEX. “The dozens of special events and networking receptions, including the in-depth technical seminars and workshops were well attended and everyone who came to learn, connect, and do business left satisfied.”

Following are what some of the exhibitors and attendees had to say about their experience at IBEX 2015:

“We understand the importance of the OEMs and IBEX has been a great event to meet quality boat builders and understand their excitement and concerns about our products,” said Casey Sellecs, Event Marketing Manager, **Yeti Coolers**. “During the last two days we have been meeting with many of our customers and potentials customers here in Louisville and are very happy with the turn out.”

“IBEX has been a really good show for us, we have been busy meeting with customers to show our new products from the opening of the show well past the closing,” said Bill Waters, President, **SYNTEC Industries**. “We implemented an aggressive marketing campaign prior to the event to invite people to come to our booth to see our new products and we have been very successful.”

“We introduced several brand new products including the first SDP Amplifiers for the marine industry and we have had an excellent show meeting with OEMs,” said Brett Triola, Co-Owner, **Wet Sounds**.

“We exhibit at IBEX with pride. We are showcasing new products and have the opportunity to meet with our clients in a central location,” said Joe Miller, President and owner, **William F. Miller**. “We get a jump on the season for next year and hosted the industry’s best party the opening night of the show and had 400-500 people there. We always come away from IBEX with a net increase in customers and a deeper relationship with our existing customers.”

“We had an excellent experience at our first IBEX event, which started with us winning the Innovation Award for best Environmental Product,” said John Roberts, Director of Sales, **BlueGas Marine**. “The Show was a huge opportunity for us to meet with high quality customers and discuss the needs of the industry to be more environmentally conscience.”

“IBEX was a great venue for us to introduce the new Cirrus Sense Wireless Pressure Transducer to the marine market,” said Mark McDaniel, Vice President of Sales, **Transducers Direct**. “The product had a broad appeal with the attendees and we met with many new customers for both original equipment and aftermarket.”

“The main reason we attend IBEX is because we are always looking for new products for our company and trying to stay competitive so we can offer our customers the best price, the best products, and the best quality,” said attendee Andrea Bedford, **Coastline, Inc.**, Mishawaka, IN.

“My first experience at IBEX has been great, I’ve been learning about new products we can put in our boats. We brought several employees to the show so we can get a good idea of what is going on in the future of boating and I believe IBEX is the only place where you can find something like this,” said attendee Tim Dyke, Lamination Manager, **Adaptive Composites**, Vermilion, OH.

The 2016 IBEX Show is scheduled to take place at the Tampa Convention Center, October 4-6, in Tampa, FL USA. For more information, please visit ibexshow.com.

About IBEX: Owned and produced by *Professional BoatBuilder* magazine and the National Marine Manufacturers Association (NMMA), IBEX is the marine industry’s largest technical trade event. For boatbuilders, marine industry dealers, aftermarket suppliers and buyers, designers, repairers, surveyors, and boatyard/marine operators, IBEX is where better boats begin. For the latest information, visit www.ibexshow.com.

About *Professional BoatBuilder* magazine: *Professional BoatBuilder*, a 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 24,000. *Professional BoatBuilder* is online at www.proboat.com.

About NMMA: The National Marine Manufacturers Association (NMMA) is the leading association for the North American 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. Learn more at www.nmma.org.

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