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**IBEX, THE INTERNATIONAL BOATBUILDERS' EXHIBITION & CONFERENCE, WINS
A MARINE MARKETERS OF AMERICA NEPTUNE AWARD**

MIAMI, FL, February 12, 2015 - IBEX, The International BoatBuilders' Exhibition & Conference received a Neptune Award for Marine Industry Marketing Excellence from the Marine Marketers of America (MMA) for their Summer Series email campaign. The 7th Annual Award winners were announced today in Miami during the National Marine Manufacturers Association's (NMMA) Industry Breakfast at the Miami International Boat Show. The 2014 Neptune Awards recognize creativity and innovation in the marine marketing field.

"We are extremely honored to receive the Neptune Award from the MMA," said Anne Dunbar, IBEX Show Director. "It is a testament to the hard work and dedication of Kate Holden, the IBEX Marketing Director and our creative strategy group, CSG Creative, who are committed to producing exceptional marketing for IBEX, and it is wonderful that their efforts were recognized by the MMA."

IBEX won the Neptune award for their **Summer Series email campaign**. Three campaign emails were created, focused on visuals rather than text, to be deployed before the major summer holidays: Memorial Day, Independence Day, and Labor Day which offered cash prizes for those who registered with the promo code from the email. Click rates and the rate of return were well above the industry average, and the email series was responsible for over 1,000 registrations.

The 25th International BoatBuilders' Exhibition & Conference will return to the Kentucky Exposition Center in Louisville, KY from September 15 - 17, 2015. This year the entire industry will celebrate two decades of marine innovation, technology, and excellence. Highlights from the show will include industry innovation and technology, an education conference featuring super sessions, the seminar series, and free exhibitor workshops, and valuable networking opportunities for marine industry professionals. To learn more about IBEX, visit ibexshow.com.



Pictured here from left to right are Anne Dunbar, IBEX Show Director; Kate Holden, IBEX Marketing Director; and Cindy Pechous, Director of Boat Show Marketing, NMMA.

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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