

New Location, More Offerings Spur Exhibitor Boost at IBEX 2010

IBEX Celebrates 20 Years of Marine Innovation with New Events, Expanded Seminar Lineup in Louisville

CHICAGO – August 31, 2010 – With four weeks to go until the [2010 International Boatbuilders' Exhibition and Conference \(IBEX\)](#), the show has already surpassed last year's exhibitor registration by 11 percent, with 538 exhibitors confirmed to date and at least 70 first-time exhibitors – a number show organizers are attributing not only to the slow resurgence of the boating industry but also to its new central location in Louisville and additions to the show landscape.

"The increase in exhibitor participation is very encouraging and reaffirms that our decision to move the show to a more centralized, cost-effective location while adding several new components were the right steps for IBEX and the industry," said Thom Dammrich, president of the National Marine Manufacturers Association, show co-producer. "We're committed to ensuring IBEX remains the must-attend event for the industry to learn, build business and grow profit."

In addition to the new [MAATS Aftermarket Pavilion](#), the 2010 event is hosting a variety of [new events](#), courses and special sessions to address the needs of all marine industry stakeholders. Highlights include a **new Dealer Development-Service & Parts Managers seminar program** among the expanded lineup of [seminars](#); the industry-exclusive special session ***Using Market Intelligence for Market Growth***; **Dr. Shrink's first annual SHRINK OFF contest**; plus the return of attendee favorites – [20 free workshops](#), [daily outdoor demonstrations](#), [specialty routes and pavilions](#), and the Industry Breakfast.

Celebrating 20 years, IBEX has become the marine industry's largest and most influential trade event. The 2010 show is expected to draw thousands of attendees from around the world to see the newest boatbuilding technology and marine aftermarket products and get educated on the future of boating. To kick off the show, IBEX is hosting its 20th Anniversary [Opening Night Party – Fourth Street LIVE](#).

"We're thrilled to see a boost in exhibitor attendance this year and look forward to celebrating 20 years of marine innovation," said Carl Cramer, IBEX co-director and publisher of *Professional BoatBuilder*. "There truly is no other marine trade event that gives the entire industry an opportunity to conduct a year's worth of business in just three days. We anticipate that the new IBEX scope will benefit both exhibitors and attendees for years to come."

[Register today](#) for IBEX 2010, taking place at the Kentucky Exposition Center Tuesday, September 28 from 10:00a.m.-6:00p.m.; Wednesday, September 29 from 10:00a.m.-6:00p.m.; and Thursday, September 30 from 10:00a.m.-4:00p.m.

IBEX Gets Social:

- Network with marine industry peers on [LinkedIn](#)
- Follow IBEX on Twitter [@IBEXShow](#) for up-to-the-minute show news

EDITOR'S NOTE: Members of the press who plan on attending IBEX 2010 may contact Sarah Ryser for a media badge at sryser@nmma.org or 312-946-6285. All media badges must be picked up during the show at the Kentucky Exposition Center in the press room (South Wing boardroom).

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About IBEX

IBEX is owned and produced by *Professional BoatBuilder* magazine and the National Marine Manufacturers Association (NMMA) and is the largest boating industry gathering of 2010. For boat builders, marine industry dealers, aftermarket suppliers and buyers, designers, repairers, surveyors, and boatyard/marine operators, IBEX is the single source for the latest boatbuilding technologies, tools, and materials. For the latest information, visit www.ibexshow.com.