



FROM: NATIONAL MARINE MANUFACTURERS ASSOCIATION
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FOR IMMEDIATE RELEASE

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***Soundings Trade Only* Named Official Sponsor of MAATS Aftermarket Pavilion at IBEX 2010**

CHICAGO – June 23, 2010 – *Professional BoatBuilder* magazine (*PBB*) and the National Marine Manufacturers Association (NMMA) announced today that *Soundings Trade Only* is the official sponsor of the new MAATS (Marine Aftermarket Accessories Trade Show) Aftermarket Pavilion at the [2010 International BoatBuilders' Exhibition and Conference \(IBEX\)](#), taking place September 28-30, 2010 at the Kentucky Exposition Center in Louisville.

"IBEX is a must-attend event for the growth and success of every boating business so we're thrilled that *Soundings Trade Only* will be a key sponsor for the MAATS Aftermarket Pavilion, helping to further communicate to the industry the value in attending one of the industry's most influential events," said Carl Cramer, IBEX co-director and publisher of *Professional BoatBuilder* magazine.

"*Soundings Trade Only* is very excited to be a sponsor of the combined IBEX and MAATS show this year," echoed Editor-in-Chief Bill Sisson. "The new venue and the addition of the MAATS Aftermarket Pavilion have only increased the value, utility and importance of the already well-established IBEX event. We look forward to keeping the entire industry well informed of what takes place at the largest marine trade gathering in North America."

[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 is owned and produced by *Professional BoatBuilder* magazine and 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.

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

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Professional BoatBuilder, the 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 23,000 (subject to BPA International audit). *Professional BoatBuilder* is online at www.proboat.com.

The **National Marine Manufacturers Association (NMMA)** is the leading association representing the 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. Visit www.NMMA.org for more information.