

IBEX Advertorial Article — *Soundings Trade Only Magazine*

for CSG Creative
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HEADLINE:

Do business with the entire marine industry at IBEX.

BODY COPY (1,180 words):

Once a year, more than 5,000 marine professionals and 500+ exhibitors from 50 countries come together for three dynamic days focused on “building better boats.” From the latest products and technological advancements to invaluable networking opportunities and strategic business tips for increasing your bottom line, you’ll find it all at the International Boatbuilders Exhibition and Conference (IBEX) — the largest technical marine event in the world.

Boat builders, marine architects and designers, distributors, dealers, boatyard/marina operators, repairers and technicians — you only have a couple of weeks left to register for IBEX on Sept. 17-19, 2013, at the Kentucky Exposition Center in Louisville!

If you haven’t attended IBEX before, you may ask, “What’s in it for me?” The short answer is: A LOT. As Anne Dunbar, IBEX show director, explains: “Every year, marine professionals from CEOs to architects, and marketing directors to marina operators, tell me that IBEX is where they get the information and make the contacts that are key to their business growth and success.”

At this year’s conference, the action will begin on Tuesday morning with the All-Industry Awards Breakfast, featuring keynote speaker and award-winning head coach Rick Pitino of the 2013 NCAA champions, the Louisville Cardinals. Coach Pitino is sure to inspire everyone with insights from his best-selling books, *Success Is a Choice* and *Lead to Succeed*. Another breakfast highlight will be the presentation of the IBEX Innovation Awards to company leaders who have excelled in innovation (selected by a panel of expert judges from Boating Writers International).

“The Innovation Awards honor excellence in product development in 13 areas of the marine industry, including boatbuilding methods and materials, inboard and outboard engines, hardware, interior parts and furnishings, and safety equipment,” says Dunbar. “And all products entered into the competition will be on display through the show.”

Hundreds of Opportunities on the Expo Floor

Once you hit the Expo Floor, you’ll be able to talk directly with the manufacturers who are shaping the future of the marine industry, watch product demonstrations, get answers to common product challenges and discuss orders for next year. One 2012 attendee said he felt “like a kid in a candy store” with 500+ exhibitors offering thousands of new products and insider information about what’s coming next. See firsthand products like: composite materials, decking, engines, hybrid technology, molds & tooling, resins & adhesives, shore power & docking, and much

more.

New to this year's event is the IBEX Fleet, a line-up of the industry's most exciting and ingenious boat designs. Experience first-hand the latest in materials, design and technology, including: The 100% carbon fiber pontoon boat, [Fibertoon](#), the super-fast, single-handed skiff [mxNext](#), the efficient, diesel-electric, solar-powered drive systems aboard the [Greenline Hybrid](#), the purpose-built boat for saltwater fly-fishing in the Northeast, the [FlyFisher 22](#).

There will also be a helpful Social Media Lounge overseen by Josh Chiles of Engaged! — a social media agency specializing in the marine industry. If you're already using social media to promote your business and connect with clients and colleagues, Josh can help you refine your strategy; if not, you'll find out the benefits of social media — and how to get started.

Unsurpassed Educational Programs

Because IBEX is owned and produced by the National Marine Manufacturers Association (NMMA) and *Professional Boatbuilders Magazine*, high-quality educational seminars for business owners, designers and engineers at all levels are a key part of the show.

The Pre-Conference Workshops the day before the conference are followed by *free* Exhibitor Workshops during the show plus the IBEX Education Conference itself — 75 basic to advanced seminars focused on state-of-the-art technology and techniques presented by the marine industry's most successful experts and innovators. Here's where you'll learn about the newest and most cost-effective ways to take your business and professional expertise to the next level.

Valuable Networking and Social Events

In addition to meeting and talking face-to-face with other successful marine professionals on and off the floor, IBEX will provide you with great networking and social opportunities at several fun events:

- At the Opening Night Fourth Street Live! in downtown Louisville on Tuesday, IBEX badge holders will enjoy exciting live entertainment and drink/food specials. It's just a short walk from all the IBEX downtown hotels — or you can take a free IBEX shuttle from the convention center.
- IBEX also will host an All-Industry “Bourbon & Brew” Happy Hour in the exhibit halls at the end of the day on Wednesday. Here you can sample bourbon from local distilleries for just \$1. For non-bourbon drinkers, there will be a wide selection of beer and other beverages, too.
- Taste unique “marine” industry-themed cocktails and vote for your favorite concoction at the Composites Cocktail Party. Enjoy an evening of networking and making connections with industry experts within the IBEX Composites Pavilion. Prizes will be awarded to the top 3 winning cocktails!

- And at the Compliance and Standards get-together on Wednesday morning, you'll get the latest news and updates over coffee and pastries.

Expo Registration (it's free!)

IBEX is **free** to qualified marine industry professionals — and includes full access to the expo floor and attendance at most networking events for registered badge holders. (Tickets to the Awards Breakfast are just \$30, but for a guaranteed seat, make sure to secure yours when you register.)

Also, registered attendees can take advantage of an Enterprise rental car discount and special pricing for hotels, along with discounted fares on Lufthansa for those coming from overseas. You'll even have several chances to win giveaways and raffles at the show — including a free trip to IBEX 2014.

For more information, and to register, visit ibexshow.com/sto. After you register, make sure to review the digital Preshow Planner — a great tool to help you maximize your time at IBEX. It features a complete conference schedule and exhibitor list. You can also download the mobile app “MyIBEX,” which allows you to locate exhibitors, send meeting requests, and preview speakers from any desktop or mobile device.

If it's new, improved, advanced or innovative, you'll find it at IBEX — the premier global event for marine industry professionals on the cutting edge of education, growth and leadership. The professional relationships you'll build, the product and technological updates you'll get, and the strategic business-building tips you'll learn are sure to position you for even greater success in 2014.

Helpful Contacts

General show questions: Anne Dunbar (anne@ibexshow.com)

IBEX registration questions: Joanne Miller (jmiller@nmma.com)

IBEX. Designed to Build Better Boats.

Sept. 17-19, 2013 — Kentucky Exposition Center

Louisville, KY

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Louisville's central location makes it easy to fly into. It's also within driving distance for 9 out of 10 marine industry professionals. The city was named one of the “Top Five Foodie Cities” in America by Bon Appétit Magazine and offers lively nightlife and entertainment ... fascinating sports and historical museums ... scenic parks, trails and riverfront ... a rich arts scene ... and, of course, world-famous Kentucky Bourbon. (Fun fact: 1/3 of the world's bourbon comes from Louisville.)