

Most Comprehensive 2010 Industry Research to be Focus of Special IBEX Session

Leading Industry Researchers to Discuss How to Use Market Intelligence for Market Growth

Louisville, Ky. – August 3, 2010 – The [2010 International Boatbuilders' Exhibition and Conference \(IBEX\)](#), taking place at the Kentucky Exposition Center in Louisville, is hosting an exclusive industry-wide special session exploring the year's most comprehensive market research, statistics and data. Titled '[Using Marketing Intelligence for Market Growth](#),' the session will feature a panel of five leading industry researchers who will share their insights on how a company can grow its market share by leveraging a combination of proprietary research tools.

All attendees will receive a complimentary DVD of NMMA's *2009 Recreational Boating Statistical Abstract* and the *2010 Boating Industry Marketing Communications Study* Executive Summary. NMMA's Director of Industry Statistics and Research Jim Petru will moderate the session.

'Using Market Intelligence for Market Growth' will take place **Wednesday, September 29 from 8:00a.m.-1:00p.m. at IBEX 2010. Panelists include:**

- **Ron Hein, Foresight Research** –Hein will report on select top level findings from the *2010 Boating Industry Marketing Communications Study* -- groundbreaking research that captures and quantifies how new boat buyers are influenced during their shopping and buying process. Foresight is a full-service market research company serving clients in the automotive, financial services, advertising, public relations, direct marketing, healthcare, government, and industry association sectors.
- **Jack Ellis, Info-Link Technologies** –Ellis will discuss the size and structure of the pre-owned market, a figure that recently exceeded that of the entire *new* boat sector; how it affects new boat sales; and what it means to the industry. Info-Link is a supplier of boat registration statistics and other boat ownership data.
- **Jerry Mona, Left Brain Marketing** –Mona, President of well-known industry market research firm Left Brain Marketing, will share findings on how the recent economic downturn has affected consumer behavior and offer suggestions for how manufacturers can improve their marketing efforts in the present economic climate.
- **Tom Walworth, Statistical Surveys Inc.** –Walworth will address the challenges of managing inventory at the manufacturer and dealer level; how to better monitor market share and their progress in the market; and how to better understand the customer and their product demands. Statistical Surveys, Inc. is a supplier to the industry of boat registration statistics.
- **Dr. Ed Mahoney, Recreational Marine Research Center (RMRC) at Michigan State University** –Dr. Mahoney will present key findings from RMRC's work on the *2009 NMMA Recreational Boating Statistical Abstract* and discuss findings from previous industry surveys to identify changes over time and their marketing implications. Dr. Mahoney will also share results from RMRC's recent *Florida Boating Study* to demonstrate the need for the industry to continue its efforts to recruit and retain boaters and how new Geographic Information System methods can be used to analyze boating markets using Florida as an example.

NMMA member price – \$150 before August 20; \$199 beginning August 21

Non-NMMA Member Price – \$350 before August 20; \$399 beginning August 21

[Register today](#) for 'Using Market Intelligence for Market Growth.'

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EDITOR'S NOTE: Members of the press who plan on attending IBEX 2010 may contact Sarah Ryser at sryser@nmma.org or 312-946-6285 for a media badge. 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 2010 takes 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 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.