



Sail America Presents Best in Show Awards

Beneteau receives top honors at sailing industry event

Warren, RI-Sail America presented 2013 United States Sailboat Show "Best in Show" awards to a standing room only at the Sail America Members Meeting on Friday, October 11. Over 150 industry professionals were in attendance when Sail America presented the awards to six separate exhibiting companies; Beneteau won "Best in Show" overall.

1. Best Booth Display-200 square feet and under: Mantus Anchors
2. Best Booth Display-Over 200 square feet: Dream Yacht Charters
3. Best Boat Display-Fewer than five boats: Lagoon
4. Best Boat Display-Five or more boats: Jeanneau
5. Best in Show: Beneteau

Sail America judged the contest with the help of four independent judges who commended the companies for having well dressed, friendly, and professional personnel as well as inviting booths and informative displays.

Mantus Anchors won with an excellent interactive hands-on display, signage, and engaging and friendly personnel while Dream Yacht Charters was noted for quality graphics with a matching theme, well dressed personnel, and consistent messaging. Lagoon highlighted its inviting booth space with great signage, large graphic photo banners, and flags while Jeanneau featured the best signage in the show as well as big and spacious office space with sitting areas.

Overall Best in Show was reserved for Beneteau for a truly outstanding display, in-water graphics, bold entry, inviting lounge area, and quality furnishings. Consistent messaging and graphics, a coffee bar, and a friendly, well-dressed staff put this display above all others.

For more information about the Best in Show awards, please contact Peter Durant at pdurant@sailamerica.com or [\(401\) 289-2540](tel:4012892540). Awards are posted online at <http://www.sailamerica.com/boat-shows/member-meeting-best-in-show/>.

Sail America-Sail America is the trade association for the U.S. sailing industry and plays a vital role for all companies that are involved in providing sailing-related products and services. Established in 1990 by members of the U.S. sailing industry, Sail America now has over 200 members representing all

segments of the sailing market. With a professional staff, a dedicated Board of Directors, and a team of volunteers and supporters, Sail America works hard to promote the health and growth of sailing. www.sailamerica.com.