

IBEX ♦ NEWS RELEASE

FOR IMMEDIATE RELEASE
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Legendary Strategy Team To Speak at IBEX 2009 --

“FOCUS For Boatbuilders: The Future Of Your Company Depends On It”

Presented by Al & Laura Ries

Gain insights and strategies to move your company forward

BROOKLIN, ME— Legendary marketing strategists Al Ries and Laura Ries (Al's daughter) will speak to the marine industry at a special Opening Night Presentation at IBEX 2009. These bestselling authors—marketing consultants to innovative corporations including Microsoft, Ford, Disney, Merck and Frito-Lay—will present “ **FOCUS For Boatbuilders: The Future Of Your Company Depends On It** ,” offering timely insight, inspiration, and new ideas to help both attendees and exhibitors move forward and rebuild our industry. And our companies.

“The unparalleled insights offer by Al and Laura Ries at IBEX 2009 will prove to be invaluable to all marine industry professionals who attend, and could be a pivotal moment for anyone looking to confirm their business plan and discover proven solutions on how to not only survive, but to grow and expand your business even in challenging times. Better yet, they will provide us with NEW ways of thinking,” says show co-director and *Professional Boatbuilder* magazine publisher, Carl Cramer. “IBEX sets the standard for growth and education in the global marine industry, and we are thrilled to offer our constituents the

opportunity to learn from these acclaimed marketing and business consultants.”

The Rieses are the authors of five acclaimed books, including *The 22 Immutable Laws of Branding*, *The 11 Immutable Laws of Internet Branding*, *The Fall of Advertising & the Rise of PR*, *The Origin of Brands*, and their newly released *War in the Boardroom*. Prior to that, Al co-authored many best-selling books with Jack Trout. *FOCUS* derives from his updated book of the same name in 2005. Modifying the quotes from the back cover (because Laura is a business and marketing genius as well as being Al's daughter in their company, Ries & Ries):

“What's the secret to a company's continued growth and prosperity? Internationally known marketing experts Al and Laura Ries have the answer: FOCUS. Their commonsense approach to **business management** is founded on the premise that long-lasting success depends on focusing on core products and eschewing the temptation to diversify into unrelated enterprises.” Respected around the world, the Rieses have been profiled in *Business Week*, *The Wall Street Journal*, *Marketing News*, *Advertising Age*, and many other international and domestic business publications.

Key decision makers in all marine companies, along with advertising and PR agency principals, are invited to attend this inspiring, exclusive presentation of “**FOCUS for Boatbuilders: The Future Of Your Company Depends On It,**” featuring Al and Laura Ries. For that matter, EVERYONE can learn critical new ideas and strategies from this session, the first in the marine industry.

IBEX will be offering tickets to the **FOCUS For Boatbuilders** presentation by Al and Laura Ries, in limited quantities, to exhibitors in good standing. Thereafter, to attendees.

Registration to this special event will be open in June on the IBEX official show web site:

www.ibexshow.com

IBEX 2009 will offer a complete seminar/ conference series & free workshops, and host more than 500 exhibitors, special pavilion areas, and an outdoor demonstration area featuring industry professionals utilizing the newest products in real-world application situations. Full

registration details will be available in June on the official show web site: www.ibexshow.com

IBEX 2009 opens on Monday, October 12, 10:00 a.m.–6:00 p.m. (with the special Opening-Night Presentation with Al & Laura Ries at 6:30 p.m.); Tuesday, October 13, 10:00 a.m.–6:00 p.m.; and Wednesday October 14, 10:00 a.m.–3:00 p.m., Miami Beach Convention Center, Miami Beach, Florida, USA. Complete information about IBEX 2009 is available on the show's official show web site [HYPERLINK "<http://www.ibexshow.com>"] www.ibexshow.com.

Limited exhibit space is currently available: for exhibitor information contact either Tina Sanderson or Anne Dunbar immediately. Contact Tina at 802–879–8324, or Anne at 716–662–4708.

IBEX is owned and produced by *Professional BoatBuilder* magazine and National Marine Manufacturers Association. For boat builders, designers, repairers, surveyors, and boatyard/marine operators, IBEX is the single source for the latest boatbuilding technologies, tools, and materials. For more information, visit the IBEX Web site at www.ibexshow.com.

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 [HYPERLINK "<http://www.proboat.com>"] www.proboat.com.

NMMA is the premier trade association for the U.S. recreational-boating industry, and its member produce more than 80% of the boats, engines, trailers, accessories, and gear used by boaters and anglers nationwide. NMMA is dedicated to industry growth through programs in public policy, market research and data, product-quality assurance, and marketing communications.