



## “WHAT DO I GET FOR MY DUES?”

This is a question we often hear, especially from marine businesses that haven't been members of NMMA for a long time.

But, this is the wrong question. What you should be asking is, “If I join the NMMA, how do we work together to effect change that positively impacts my business, my employees, and my customers?”

Membership in NMMA is not a commodity and neither are the things NMMA does described in this folder—NMMA Boat Shows, research, certification, communication, advocacy, etc. NMMA brings people together in a way no one else does to do things no one else can do. We deal a lot in intangibles. “We are your voice in Washington. We are your advocate. We expand the market for boating products.” But, often those intangibles produce concrete results that add up to real dollars for our members. While we do a lot of things people can see, the things most people never see are sometimes the most important. A member once told me, “Members get the full value of their dues just from the bad things NMMA makes sure never happen.”

So, how can we work together to grow the market for recreational boating and to effect change that positively impacts your business, your employees and your customers? Our mission is your success!

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# NMMA

*Together, making boating the preferred choice in recreation*



## WHO WE ARE



NMMA is the recreational boating industry's largest trade association. Our members manufacture an estimated 80 percent of the marine products made in North America.

NMMA works to protect recreational boating through public policy advocacy and to expand the market for recreational boating. All that we do—producing boat shows, promoting boating, marketing communications, statistics and research, certification and more—supports these two objectives.



## OUR MISSION

The National Marine Manufacturers Association (NMMA) is dedicated to advocating for and promoting the strength of marine manufacturing, the sales and service networks of its members, and the boating lifestyle.

[nmma.org](http://nmma.org)

## PROTECT

NMMA monitors state and federal regulations and legislation and **provides leadership on issues with the potential to impact recreational boating.** From defending against threats to boating access, to beating back regulatory infrastructure, NMMA **advocates at state and federal levels** to protect the interests of the marine industry and the users of its products.

During 2012 NMMA and its angling and boating alliance partners secured full reauthorization of the **Sport Fish Restoration and Boating Trust Fund** and fought to avert the closing of over 10,000 acres of **Biscayne National Park** to boating. NMMA also helped create a coalition that is working to prevent the proliferation of E15 ethanol blend in the marketplace.

### AMERICAN BOATING CONGRESS (ABC)

NMMA's annual legislative conference brings marine industry stakeholders to Washington DC to meet with members of Congress, advocate for the industry and present a unified front on issues that impact marine businesses. Nearly **200 meetings** with legislators and their staff were held during ABC in 2012. These face-to-face meetings build valuable relationships with lawmakers and help ensure our interests are well represented in Congress.

### BOATPAC

NMMA's bipartisan political action committee, BoatPAC, supports pro-business, pro-boating candidates for election to the U.S. Congress.

### Washington Wave

NMMA's bi-weekly e-newsletter delivers important federal and state legislative, regulatory and political news to our members and other marine industry stakeholders.

## PROMOTE

NMMA efforts to **expand the market for recreational boating** encompass a wide variety of programs and services for the industry and for the consumer market.

### BOAT SHOWS

NMMA produces **21 boat and sport shows** in key U.S. boating markets to provide quality sales venues for exhibitors and consumers. These shows draw more than **600,000 qualified boaters and outdoor enthusiasts** annually. Marketing for the shows puts boating in the public eye and in front of consumers generating **1.2 billion media impressions, 2.5 billion public relations impressions** and over **3,000 media hits** per year.

### TRADE SHOWS

NMMA co-owns/co-produces the International BoatBuilders Exhibition & Conference (IBEX) to generate business opportunities for marine companies. IBEX draws more than **4,000 marine industry professionals** annually—and more than 70% of attendees play critical roles in their companies' purchasing decisions. IBEX offers product innovation, advanced education—offering the most extensive seminar track in the industry—and networking opportunities for businesses that build, design, sell and service boats or marine aftermarket accessories.

### CONSUMER OUTREACH

Managed by NMMA on behalf of the industry, the Discover Boating national advertising campaign and public awareness efforts focus on increasing participation to grow the market for boating. Funded by industry stakeholders, Discover Boating encompasses advertising, social media, public relations and websites.

The 2012 campaign is expected to generate more than **one billion impressions** and has referred more than **400,000 consumers** to participating stakeholder's websites.

### CERTIFICATION



NMMA certification programs for boats, yachts, boat trailers and personal watercraft assist manufacturers in meeting U.S. industry standards and regulations to ensure safer products for consumers. NMMA also represents the industry in the development and revision of codes and standards.

NMMA **assists with litigation and provides expert testimonials** for manufacturers of Certified boats. Certified manufacturers that sell overseas receive **guidance and technical support** to ensure they meet applicable international standards. Marketing to promote the benefits of certification to consumers drives more than **300,000 visitors to Certified manufacturer's websites** annually.

### INTERNATIONAL MARKETPLACE

NMMA's Export Development Program offers services to help marine businesses grow their export business, such as **export webinars and counseling**. We make it easier for members to pursue opportunities overseas by hosting **U.S.A. Pavilions at international trade shows**.

### MARKET RESEARCH

NMMA Statistics & Research department is the industry's go-to resource for current, reliable boating research, statistics and technical data. NMMA publishes the **Recreational Boating Statistical Abstract**, the marine industry's most complete collection of data and offers detailed state-by-state analysis of boating registration in the **U.S. Boat Registrations** report, both published annually and offered to members at no cost.

## MEMBERSHIP

NMMA's 1,400 members embody every segment of the marine industry, including boat, engine and accessory manufacturers, marine service providers and boat dealerships.

*Companies typically join NMMA because they are concerned with how legislation and government regulations are impacting their business and recreational boating, troubled by the long-term decline in boating participation and sales or are frustrated by a lack of quality data on the industry. If these issues impact your business, NMMA can help.*

Our members' business priorities drive our programs and activities. As an NMMA member you will have a say in shaping policies and effecting change that can positively impact your business. All membership contributions are reinvested in programs to help protect and grow recreational boating.

NMMA membership will keep you connected to issues vital to your business and provides information, resources, programs and services to help grow your business and keep your competitive edge. Members enjoy:

- Free access to exclusive market data and research—valued at more than \$3,200—information that can help you make sound business decisions
- Discounts ranging from 5 to 20 percent on space rates at NMMA consumer boat shows and trade events
- Exclusive cost-saving and affinity programs, including discounted shipping services, HR guidance/resources and access to NMMA roster information and promotional logo

### TO LEARN MORE ABOUT NMMA MEMBERSHIP CONTACT:

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