

Why should a company become an NMMA Member?.....*benefits, benefits, benefits!!!*

1. **Boat Shows:**

- Members can save money! *The member discount for booth space is approximately 15%*
- The shows are the BEST WAY to generate interest and sales because:
 - members have *direct interaction* with the consumer
 - consumers have *direct interaction* with products
 - boat shows bring your products to nearly 1 million customers every year

2. **Networking:**

- Membership will provide the opportunity to network with customers and industry professionals through boat shows and social events, conferences, educational conferences and publications
- Nothing is as effective as shaking hands and meeting face-to-face...and membership will provide numerous opportunities

3. **“Grow Boating” Initiative:**

- The NMMA will direct marketing and public relations to large audiences through tv, radio, magazines, newspapers, outdoor media and PR – all promoting the *boating lifestyle, motivating consumers and attracting new recreational boaters and new boat owners*
- “Discover Boating” is a program to help people become boaters by offering free, unbiased, one-on-one answers to the questions that serve as barriers between prospective buyers and their purchase (For additional information visit www.discoverboating.com)

4. **Government Relations:**

- In one year, the NMMA addresses 2000 pieces of state legislation and several dozens of federal legislation – all an effort to provide members an environment in which they can grow and prosper.

5. **Certification Programs:**

- The NMMA Certification Program builds consumer confidence in companies and their products
- NMMA Certified boats are *5 times safer* than non-certified boats (U.S. Coast Guard study)

6. **Communications:**

- Members receive (for FREE) the monthly NMMA published *Inter/Port*
- Specific publications and *marketing statistics reports* available to members *FREE or at a discounted rate*: Trade resources, sailing specific reports, marketing statistics, consumer trend research
- In addition to the information available to members, the NMMA’s public relations department sends out dozens of new releases promoting a positive image of the marine industry

7. **Mailing/Trade Lists**

- Members have access to this outstanding direct marketing tool for a 25-30% discount!
- Over 60,000 companies are listed: Manufacturers, retailers, wholesalers, marine services
- Product categories include: marine accessories, boats, engines and motors, fishing products, marina equipment and services, sporting goods and trailers
- Mailing information is also available for: Press/public relations, SOBA membership list and sail specific prospects

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8. Increase exposure through listings in the NMMA Member *and* Industry Directories

- Members can be accessed by potential business-to-business partners, customers and industry groups through the NMMA Membership and Services Directory and the on-line Industry Directory at nmma.org
- Listings include pertinent company contact and product information

9. Export Assistance:

- NMMA helps North American companies position themselves in the global marine marketplace (50% of the world boating market is outside the US)
- The NMMA helps smaller companies expand into foreign markets and helps reduce barriers for the larger, more established companies by addressing and overcoming trade obstacles

10. Gain Industry Knowledge through Education and Affiliate and Special Interest Groups:

- NMMA hosts conferences, seminars, and educational sessions in conjunction with numerous NMMA boat shows
- NMMA interest groups allow industry professionals forums to exchange information and address common issues and challenges that concern their specialized markets:
 - Canadian Marine Manufacturers Association (CMMA)
 - Personal Watercraft Industry Association (PWIA)
 - Marina Operators Association of America (MOAA)
 - Personal Floatation Device Manufacturers Association (PFDMA)
 - Trailer Manufacturers Association (TMA)

11. Dedicated NMMA Member Services Department

- NMMA Members have a full-time services department dedicated to helping each member utilize the full volume of membership benefits.
- The Member Services Department is focused on addressing all member questions and requests

12. Facility Development

- A portion of membership annual dues help fund the NMMA Facilities Department whose goal is to expand the availability of marine industry facilities such as launching ramps, boat harbors and marinas
- As the NMMA works toward the goal of making boating the #1 choice in recreation, we must remain focused on the development of new facilities to help fuel industry growth

13. Cost-Saving Services

- NMMA Members can take advantage of cost-savings benefits designed to help run businesses more effectively and efficiently:
 - Free and Member discounts on boat shows, trade lists and publications, industry data and statistics
 - Voluntary benefits package (life, short and long-term disability, dental insurance)
 - Freight discounts on boat show shipments
 - Association discounts on rental cars