



# National Marine Electronics Association

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For Immediate Release

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## **2009 NMEA Convention & Expo Will be Held on Florida's West Coast**

Guiding your marine electronics business in challenging economic times is one of the themes for the upcoming National Marine Electronics Association (NMEA) Convention & Expo, to be held Sept. 30 – Oct. 2, 2009, at the Sanibel Harbour Resort in Fort Myers, Florida.

“I recognize that the difficulty of the economy is unprecedented for our industry,” said David Hayden, NMEA’s President and Executive Director. “However, the Convention this year will give all of us a platform to rejuvenate, share stories, and figure out how we can work together to adapt to a changing market. What you learn at the NMEA Convention can help you be more successful in navigating tough waters and making your business successful.”

The 2009 NMEA Convention & Expo will be the largest event for marine electronics dealers, manufacturers, distributors, and other professionals held in North America this year. NMEA member companies supply most of the electronics for the recreational boating and light commercial markets.

“We have a great program of training and seminars prepared for NMEA dealers, their technical personnel, and others,” Hayden said. “And the Convention offers many opportunities for networking with manufacturers and with peer dealers.”

Training and seminar opportunities at the 2009 NMEA Convention & Expo cover the following:

NMEA 2000® Standard • QuickBooks Training • ENavigation • Satellite Communications  
• Airmar Transducers • GMDSS/FCC Task Force meeting • AIS Installation and Rules •  
Thermal Imaging • Networks Seminar • Antenna Placement Seminar

In addition to technical training, participants will have the opportunity to see the new product rollouts from manufacturers for 2010 during the Expo that will be open all day Thursday, October 1. “The Expo really provides all dealers with important one-on-one discussion time with all their manufacturers,” Hayden said. “The Expo is the only time during the year that dealers will find nearly all of their manufacturers under one roof.”

A new NMEA Technology Award will be introduced at the 2009 NMEA Convention & Expo. The NMEA Technology Award winner will be selected by an independent panel of experts organized by the Boating Writers of America. NMEA will also continue to provide the traditional NMEA Product Awards based on voting of dealer members of the Association, according to Hayden.

In addition to dealer training and seminars, educational sessions, new product introductions at the Expo, and business opportunities, the NMEA Convention & Expo offers numerous networking events including a welcome Booster Reception, Annual Breakfast Meeting, breakfasts, lunches, and the Industry Awards Banquet.

To see complete details, and to register, please see [www.NMEA.org](http://www.NMEA.org). Or for more information, call the NMEA office at 410-975-9425

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Founded in 1957, the NMEA has led the way in establishing technical standards for data exchange in marine electronics, with the widely accepted NMEA 0183 data protocol, NMEA 2000® and certification standards for marine electronics technicians. NMEA standards and programs focus on insuring that the boating consumer is provided reliable products and professional service. For more information, visit the NMEA website at [www.NMEA.org](http://www.NMEA.org) or call (410) 975-9425.