

"After attending my first NMEA conference, I have the highest respect for the NMEA members' expertise, achievements and vision. These are the smartest guys in the industry, assembled annually in one place, and their collective knowledge represents an opportunity for learning which is not available elsewhere. NMEA members who attend the conference will take away a competitive advantage to improve their own business contacts, practices and results."

— John Barry, NMEA dealer

## Creating Connections

### NMEA ANNUAL CONFERENCE AND EXPO

The NMEA International Marine Electronics Conference and Expo is held in the autumn of each year, bringing together NMEA members to kick off the new season. This is where exhibitors introduce new products and unique technical and business seminars occur, mixed with excellent business and social networking opportunities in face-to-face meetings.



Unequaled opportunities for technical and business training

### NMEA PRODUCTS

#### NMEA 2000®

Marine standard bus for high-speed data exchange



#### NMEA 0183

Marine standard for serial data exchange

#### NMEA 0400

Marine electronics installation standard

#### Master Dealer Certification

Professional standards for marine electronics sales and service



#### CMET Certification

NMEA-certified marine electronics technician testing

#### Marine Electronics Journal

Industry bi-monthly magazine exclusively for NMEA members—"an essential read"



#### MEJ Annual Buyer's Guide

Annual marine electronics guide for boating consumers and NMEA members

## Join Today!

FOR MORE INFORMATION ABOUT THE NMEA AND HOW TO ENJOY THE BENEFITS OF MEMBERSHIP, CONTACT:

National Marine Electronics Association  
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[www.marineelectronicsjournal.com](http://www.marineelectronicsjournal.com)

[www.nmea.org](http://www.nmea.org)



NMEA MAKES CONNECTIONS



# BENEFITS OF MEMBERSHIP

AMPLIFY YOUR IMPACT IN YOUR INDUSTRY

Representing the marine electronics industry

Manufacturers

Dealers

Distributors

Boatbuilders

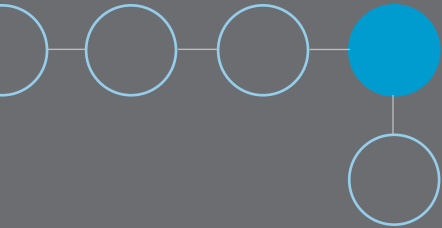
Marine trades

Sales representatives



NATIONAL MARINE ELECTRONICS ASSOCIATION





NMEA technical and training standards are recognized and used internationally for marine navigation, communications, and systems integration.

## Promoting Excellence



### NMEA MEMBERS

NMEA members comprise more than 600 organizations in the marine electronics industry, including manufacturers, dealers, distributors, boatbuilders, trade associates, and sales representatives. Membership and participation in the NMEA gives members technical standards, training, and the latest news and developments in marine electronics. You can rely on NMEA technical standards to improve marine electronics performance, enable simple and reliable installations, and insure a safer, more enjoyable experience for everyone on the water.

### NMEA GOALS

The NMEA was founded in 1957 to promote technical data standards, improve industry professionalism, and strengthen relationships among stakeholders in marine electronics. The technical standards are created through collaboration by volunteer committees of NMEA members and government agencies. The NMEA publishes these standards and promotes education programs with recognized certifications. Electronics technology changes constantly, and the NMEA—an ANSI-accredited standards developer—continually updates the standards for the benefit of its members and for all boaters using marine electronics.

### SETTING THE STANDARD

- electronics systems design
- interface standards
- installation standards
- interoperability
- functional performance
- technical standards training
- dealer business training



Providing tools for you to connect and succeed in your business

## Member Benefits

### MANUFACTURER BENEFITS

- understand your sales channels
- train and certify your dealers
- access standardized data interfaces and installation practices
- improve consumer satisfaction
- introduce new products at the annual NMEA conference
- enjoy product award recognition



### DEALER BENEFITS

- gain technical education: MEI, AMEI, NMEA 2000®
- achieve CMET certification
- join Master Dealer program
- access to manufacturers' experts
- learn best practices with other dealers
- acquire business training
- differentiate your business
- get timely alerts to changes in regulations



### INTERNATIONAL MEMBER BENEFITS

- be part of globally accepted data interface standards
- acquire recognized education and training
- receive *Marine Electronics Journal* International Issue
- keep current with products, technology, markets, and best practices
- network at NMEA International Conference



## Improving Business



### BOAT BUILDER BENEFITS

- ensure your electronics installations comply with industry standards
- achieve simpler, cheaper and more reliable installations
- develop closer links with manufacturers and electronics dealers
- differentiate your installations for competitive advantage



### MARINE TRADES BENEFITS

- network with stakeholders in the marine electronics industry
- stay current with trends in electronics
- see new product introductions first at the NMEA conference

### SALES REPRESENTATIVE BENEFITS

- network with manufacturers
- access to key decision makers
- create a bridge between manufacturers and sales channels
- track competitors' developments
- discover new product lines



### BENEFITS TO ALL NMEA MEMBERS

- NMEA technical standards
- Education and training
- *Marine Electronics Journal*
- NMEA Annual Conference

