



National Marine Electronics Association

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For Immediate Release

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Dealer Success a Theme of NMEA Event

2011 NMEA International Marine Electronics Conference & Expo Returns to Fort Myers, Florida

Putting National Marine Electronics Association (NMEA) dealers in a position to succeed in 2012 is one of the themes of NMEA's 2011 International Marine Electronics Conference & Expo, to be held September 28–October 1, 2011, at the Sanibel Harbour Marriott Resort & Spa, Fort Myers, Florida.

“Dealers and others in the NMEA have consistently ranked technical education, training, and new-product introductions as their favorite content at the NMEA International Marine Electronics Conference & Expo,” said David Hayden, the Association’s president and executive director.

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

Training and seminar opportunities at the 2011 NMEA International Marine Electronics Conference & Expo include the following:

- Basic MEI Training
- Advanced MEI Training
- NMEA 2000® Standard Training

- GMDSS/FCC Task Force meeting
- NMEA Standards Committees
- NMEA 0183 New Development and Implementation
- DSC Radio and GPS Issues
- How to Qualify as an NMEA Master Dealer
- Dealer/Manufacturer Moderated Discussion
- New Product roll-outs at the expo
- Manufacturer seminars by Geonav and Humminbird, Transas, Actisense, Raymarine, GOST by Paradox, Garmin, Nobeltec, Navico, Intellian Technologies, FLIR, Digital Yacht, Furuno, Sea Tel, Airmar Technology, KVH, Vesper Marine, OceanLED, and Addvalue

The overall mission of the NMEA International Marine Electronics Conference & Expo, Hayden said, is to give dealers, distributors, manufacturers, and others in the industry the information they need to achieve success in the coming year. "Our industry has had to navigate some tough waters the past three years due to the economy," Hayden said. "But we are beginning to see some positive signs in the market for our members."

The 2011 NMEA International Marine Electronics Conference & Expo will be the largest event in the world this year specifically for marine electronics dealers, manufacturers, distributors, and other professionals. NMEA member companies supply most of the electronics for the recreational boating and light commercial markets, and they are increasingly important in deep-draft shipping, as well as in international markets.

Visitors and participants will have the opportunity to see new 2012 product rollouts from manufacturers during the expo, which will be open all day Thursday, September 29. "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."

The 2011 NMEA International Marine Electronics Conference & Expo will be held at the Sanibel Harbour Marriott Resort & Spa in Fort Myers, Florida. This is will be the fifth time that this conference has been held in Fort Myers, a favorite gathering place for the industry.

In addition to dealer training and seminars, educational sessions, new product introductions at the expo, and business opportunities, the NMEA International Marine Electronics Conference & Expo offers numerous networking events, including a welcoming Booster Reception, the Annual

Breakfast Meeting, breakfasts, lunches, a fishing tournament, and a golf tournament, as well as the Industry Awards Banquet.

To see complete details and to register, please see www.NMEA.org. Or for more information, call the NMEA office at 410-975-9425.



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 ensuring that the boating consumer is provided reliable products and professional service. For more information, visit the NMEA website at www.NMEA.org or call 410-975-9425.