

MARINE ACCESSORIES & COMPONENTS DIVISION (MACD)

The National Marine Manufacturers Association (NMMA) is North America's leading trade association representing boat, marine engine and accessory manufacturers. NMMA members manufacture an estimated 85% of marine products used in North America. NMMA is a unifying force and powerful voice for the recreational boating industry, working to strengthen and grow boating and protect the interests of its member companies.

MACD COST EFFECTIVE BENEFITS

- Booth space discounts at select NMMA boat shows and IBEX
- Preferred member space allocation and recognition—booth space
- FREE access to NMMA's Business Intelligence research and publications (\$10,000+ value)
- Discounted subscription rate for NMMA Monthly Shipment Report (MSR)—only \$500
- FREE boat show credentials (valued at \$80 each, with exclusive show access)
- Discount (40%) on tickets to the Discover Boating® Miami International Boat Show®
- Affinity savings programs—discounts at UPS, Staples, and rental cars (Avis)

EXCLUSIVE MEMBER RESOURCES

- Marine Industry Retirement Plan
- Member-only B2B directory
- Expert advice and technical support on manufacturing compliance and regulatory standards
- Dedicated NMMA Board division focused on the unique issues and initiatives of the sector
- Access to a community of like businesses and professionals

WHY JOIN?

Connecting you with your customers whether it at a trade show, consumer boat show or through Discover Boating initiatives.

“The value of the NMMA is more than I expected. The data and events offered are impactful and the work done in the Capitol—having marine industry issues relayed to our lawmakers in a unified voice—is incredibly important.”

—Matt Peat, Executive Vice President at TRANSHIELD, INC.

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ADVOCACY

NMMA serves as the unified voice of recreational boating, championing industry interests at every level of government.

Through proactive legislative and regulatory advocacy on Capitol Hill, before federal agencies, in state capitals across the United States, and on Parliament Hill in Canada and all its provinces, NMMA works to ensure the growth and success of the recreational boating industry.

Key Policy Priorities

- Protect public waters and boating access
- Drive industry sustainability and innovation
- Ensure marine manufacturing remains globally competitive
- Improve and expand recreation infrastructure
- Repeal Canada's Luxury Tax

DISCOVER BOATING

On behalf of the U.S. and Canadian recreational boating industry, Discover Boating® welcomes the next generation of boaters and engages existing ones to expand the market and position recreational boating as North America's number one leisure activity.

Powered by the National Marine Manufacturers Association (NMMA) and Marine Retailers Association of the Americas (MRAA), Discover Boating is the industry's most influential consumer voice, offering a variety of experiences and resources—from boat shows to boating education—that directly connect boaters and future boaters with the boating community.

Discover Boating is funded through membership fees assessed to NMMA's Boat Manufacturers Division, Engine Manufacturers Division, and Marine Accessories and Components Division members.

SHOWS & TRADE EVENTS

NMMA is the leading producer of consumer boat and sport shows in the United States, with events held in top boating markets under the Discover Boating® brand. These shows immerse consumers in the boating lifestyle, connecting them directly with the latest boats and marine gear and technology.

NMMA hosts and partners with key trade events that help members:

- Generate sales
- Expand into new markets
- Drive marine product innovation and technology
- Offer education and networking opportunities

NMMA trade events create unique sales, marketing and networking opportunities that drive meaningful business results.

- **International Boatbuilders Exhibition and Conference (IBEX)**—the largest technical marine event for North America.
- **International Convention of Allied Sportfishing Trades (ICAST)**—world's largest sportfishing trade show; NMMA hosts a Marine Accessories Pavillion.
- **Metstrade**—The world's largest international B2B exhibition for the recreational marine industry. Produced by RAI Amsterdam.

BUSINESS INTELLIGENCE

NMMA is the leading source of data and insights on the recreational boating industry in the U.S. and Canada. NMMA's Business Intelligence team delivers comprehensive analyses of the economic and consumer trends impacting the industry, serving a wide array of stakeholders, including industry members, government entities, businesses, media and the public.

These analyses inform and educate NMMA's stakeholders about the economic impact of the North American recreational boating industry, as well as related products, services, and businesses.

NMMA's secure data collection program gathers real-time data from its manufacturer members to deliver critical intelligence on market dynamics.

Reports Include, but aren't limited to:

- *U.S. Recreational Boating Statistical Abstract*
- *Canadian Recreational Boating Statistical Abstract*
- Economic Impact Study, U.S. and Canada
- Monthly Shipment Report & Data
- Quarterly Marine Leadership Barometer