

# 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 & NMMA Canada members manufacture an estimated 85% of marine products used in North America. NMMA Canada 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, Toronto International Boat Show 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®
- Access to CanExport funding to support participation in select international trade shows (subject to yearly government funding approval, eligibility criteria, and availability).

## EXCLUSIVE MEMBER RESOURCES

- Member-only B2B directory
- Proactive updates that notify and inform members of relevant regulatory changes to protect their business interests
- Expert advice and technical support on manufacturing compliance and regulatory standards including Canadian regulatory standards
- Dedicated NMMA Canada 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.

“As a Canadian accessories manufacturer, NMMA Canada has been instrumental in helping us access programs like CanExport, which allowed us to explore new international markets. Their policy, advocacy and industry intelligence ensure we stay competitive and positioned for growth — both at home and abroad.”

—Michael Szwez, Senior Vice President Sales & Marketing at CMP Group

## CONTACT MEMBERSHIP:

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## ADVOCACY: YOUR VOICE IN OTTAWA

NMMA Canada is the leading advocate and unifying voice for the recreational marine industry across Canada.

Through strategic representation, direct engagement, and data-driven insights, we ensure the unique needs and significant economic contributions of the Canadian marine sector are heard and addressed by policymakers in Ottawa and across the country.

### Key Policy Priorities

- Amend the Select Luxury Items Tax Act to remove recreational vessels.
- Allocate additional funding through the CanExport Associations program.
- Invest in outdoor waterway infrastructure.
- Support research and development in next-generation propulsion technologies.
- Commit to sustainable funding for Transport Canada's Office of Boating Safety.

## 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.

- **Toronto International Boat Show**—North America's Largest Indoor Boat Show.
- **International Boatbuilders Exhibition and Conference (IBEX)**—the largest technical marine event for North America.
- **Metstrade**—The world's largest international B2B exhibition for the recreational marine industry. Produced by RAI Amsterdam.

NMMA Canada works to secure CanExport funding each year to support member participation in international trade shows such as METSTRADE. This funding is not guaranteed annually, is subject to government approval, and depends on meeting eligibility criteria.

## 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:

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