



## SECTION III: MEMBERSHIP / CERTIFICATION / DISCOVER BOATING

Becoming an NMMA Canada boat manufacturing member requires: 1) compliance with NMMA Certification requirements and 2) support of Discover Boating through the applicable assessments.

**MEMBERSHIP: Boat Manufacturer Division (BMD)**—A business entity that manufactures or imports boats.

NMMA Certification of BMD product is a requisite for membership within 12 months of joining NMMA Canada. Completion of NMMA Certification is required prior to receiving the discounted member rate at NMMA Boat Shows.

All BMD members are required to pay the Discover Boating Membership fee.

BMD applicants outside North America must have a certificate of authority from at least one province/state of Canada/United States showing it is legally authorized to conduct business in that province/state, thereby submitting to its jurisdiction.

**BMD Member Dues Schedule:** Annual dues are based on the total North American marine sales (Check the appropriate category, plus GST/HST.)

Under - \$2.5 million	\$1,140	\$2.5 million - \$5.0 million	\$1,510	\$5.0 million - \$10 million	\$1,710
\$10 million - \$15 million	\$2,870	\$15 million - \$20 million	\$4,020	\$20 million - \$30 million	\$5,740
\$30 million - \$40 million	\$9,190	\$40 million - \$50 million	\$13,770	\$50 million - \$65 million	\$17,230
\$65 million - \$100 million	\$24,120	\$100 million - \$150 million	\$35,610	\$150 million - \$200 million	\$45,950
\$200 million - \$250 million	\$57,430	\$250 million - \$300 million	\$68,910	\$300 million - \$400 million	\$86,150
\$400 million - \$500 million	\$114,860	\$500 million - \$750 million	\$143,590	\$750 million - \$1.0 billion	\$172,300
\$1.0 billion - \$1.5 billion	\$229,730	\$1.5 billion - \$3.0 billion	\$287,170	\$3.0 billion - and above	\$344,600

### CERTIFICATION:



Currently, 85% of all boats sold in the United States and Canada are produced by NMMA Certified boat manufacturing members. Certification helps manufacturers ensure their boats are built to applicable standards set by the [American Boats & Yacht Council \(ABYC\)](#) and to promote compliance to the consumer.

MANUFACTURERS IDENTIFICATION CODE (required)

ALL PRIMARY AND SECONDARY BOAT BRANDS NAMES (required)

### DISCOVER BOATING: DISCOVER BOATING™

Market expansion is a vital initiative of Discover Boating. BMD support is a requirement to maintain certification and membership benefits.

ENGINE MANUFACTURER BRAND PACKAGED WITH YOUR BOAT (required)

ESTIMATED UNITS SOLD PER YEAR (required)

OUTBOARD		STERN DRIVE		JET BOATS		INFLATABLE BOATS		
HP Range	Fee/Engine	HP Range	Fee/Engine	HP Range	Fee/Engine	Length	RIBs	Collapsible
0–29.9	\$0	100–199	\$31.00	>200	\$31.00	Up to 11 ft.	\$2.00	\$2.00
30–49.9	\$4.50	200+	\$50.00	200+	\$50.00	11 ft.–16 ft.	\$10.00	\$6.00
50–74.9	\$5.00					17 ft.–20 ft.	\$16.00	\$10.00
75–99.9	\$11.00					Over 20 ft.	\$40.00	\$40.00
100–149.9	\$20.00							
150–199.9	\$32.00							
200+	\$50.00							
		INBOARD		SAILBOATS				
		HP Range	Fee/Engine	HP Range	Fee/Engine			
		300+	\$50.00	>20	\$50.00	<b>PWC</b>	<b>Fee/Unit</b>	
				21–29.9	\$65.00		\$5.00	
				30+	\$134.00			

## SECTION IV: DEPARTMENT AND PROGRAM CONTACTS

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Please indicate key department personnel that should receive related communications, market research, advocacy updates, and free resources. A unique email address for each contact is required.

NAME (PRESIDENT/CEO)	TITLE	E-MAIL
NAME (TOP SALES POSITION)	TITLE	E-MAIL
NAME (TOP MARKETING POSITION)	TITLE	E-MAIL
NAME (TOP PUBLIC RELATIONS POSITION)	TITLE	E-MAIL
NAME (TOP ACCOUNTING POSITION)	TITLE	E-MAIL
NAME (MARKET RESEARCH)	TITLE	E-MAIL
NAME (HR/TRAINING)	TITLE	E-MAIL
NAME (DEALER RELATIONS)	TITLE	E-MAIL
NAME (EXPORT)	TITLE	E-MAIL
NAME (GOVERNMENT RELATIONS)	TITLE	E-MAIL
NAME (DIGITAL CONTENT)	TITLE	E-MAIL
NAME (SOCIAL MEDIA)	TITLE	E-MAIL
CORPORATE SOCIAL RESPONSIBILITY (CSR)	TITLE	E-MAIL
NAME (ADDITIONAL CONTACT)	TITLE	E-MAIL
NAME (ADDITIONAL CONTACT)	TITLE	E-MAIL

**NMMA Certification** requires a key contact be assigned as the lead compliance manager that will coordinate model information, manage in-person inspection process, address variance reports:

ENGINEERING LEAD FOR NMMA CERTIFICATION	TITLE	E-MAIL
ADDITIONAL CERTIFICATION CONTACT	TITLE	E-MAIL

**Discover Boating** requires at least one key contact responsible for Discover Boating payment remittance, coordinating brand listings and accessing lead retrievals from the Discover Boating Boat Finder Tool:

DB BILLING	TITLE	E-MAIL
DB BOAT FINDER / LEAD RETRIEVALS	TITLE	E-MAIL

## SECTION V: MEMBERSHIP & CERTIFICATION PAYMENT INFORMATION

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A complete membership fee and NMMA certification deposit must accompany the application process to be considered for approval by the NMMA Board of Directors

**Total Amount Due:**

- Declared membership level from Section III
- Certification: \$3,050 (\$550 Annual Agreement fee + \$2,500 in-person inspection deposit)

**I am paying by check**

**Mail to:**

NMMA Canada  
142-1769 St. Laurent Blvd  
Ottawa, ON K1G 3V4

## SECTION VI: CONFIRMATION PROCESS

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**Approval Procedures:**

Upon receiving an application, NMMA Canada will review it and conduct such investigation as it deems necessary to determine whether the Applicant satisfies the membership qualifications. Upon NMMA Canada's preliminary determination that the Applicant qualifies for membership, NMMA Canada will electronically inform the Applicant within 2 business days that its application has been conditionally accepted, pending formal approval of such application by the NMMA Canada Board of Directors. Pending NMMA Canada Board approval, Applicant will have the status as a member. NMMA Canada will notify the Applicant in writing promptly after the Board of Directors approves its membership in NMMA Canada. If the Board of Directors does not approve such Applicant's membership, Applicant's conditional membership shall immediately terminate and a pro rated portion of such Applicant's dues payment will be returned to the Applicant.

**By signing and submitting this Membership Application to NMMA Canada the Applicant acknowledges and agrees that:**

- Applicant has read and reviewed NMMA Canada's Charter and has had any questions about the by-laws addressed to Applicant's satisfaction
- Applicant will abide by the NMMA Canada's Charter
- Applicant consents to receipt of notices from NMMA Canada by facsimile or electronically using the contact information set forth on this application
- Applicants for the membership outside North America consent that they are legally authorized to conduct business in at least one Province/U.S. state, and that proof of such can be provided if requested by NMMA Canada
- Any product and/or service description included in this Membership application was prepared by Applicant and Applicant agrees to indemnify and hold NMMA/NMMA Canada harmless from any loss, cost, or expense incurred by NMMA as a result of NMMA's publication of such description
- NMMA Member acknowledges and agrees that it shall at all times comply with all applicable laws of Canada and the United States in connection with its activities relating to the NNMA and Discover Boating lead system, including without limitation, Canada's Anti-Spam law (CASL) and applicable laws for the protection of personal information. In addition, Applicant agrees to hold harmless and indemnify NMMA (or whichever entity is appropriate) with respect to any losses or damages suffered by NMMA, directly, or indirectly, as a result of non-compliance by Applicant with such laws

The undersigned Applicant represents that all the information set forth in this Application is true and correct and has executed this Application this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_  
COMPANY

\_\_\_\_\_  
BY

\_\_\_\_\_  
TITLE

- Applicant will complete NMMA Certification within 12 months of application approval
- Applicant will comply with any Discover Boating assessment requirements

## SECTION VII: CERTIFICATION AND DISCOVER BOATING REQUIREMENTS

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### NMMA CERTIFICATION



NMMA's Engineering Certification platform (ECT) allows members to upload model information, schedule inspections, manage timeline reminders, assign certification specialists, and electronically sign documentation.

The following checklist details the steps to complete NMMA Certification within 12 months of membership approval. Details for each item are outlined in the NMMA Boat Builders Handbook:

- 1. Annual Certification Fee and Inspection Deposit Fee**—Submit the \$3,050 certification deposit (\$550 annual fee and \$2,500 inspection deposit) during the application approval process.
- 2. Sign Agreement**—The annual agreement will be sent to the engineering contact via DocuSign.
- 3. Submit Master Model Listings**—Register all current production models through ECT.
- 4. Schedule Inspection**—Models are inspected annually to ensure each craft is compliant with the ABYC Standards for the corresponding model year.
- 5. Variance Response**—If there are variations noted during inspection, a variance response outlining corrective actions is required within 30 days of inspection.
- 6. Consumer Satisfaction Index (CSI)**—NMMA Certified builders must implement an in-house CSI program to receive product and experience feedback from customers.
- 7. National Insurance Crime Bureau (NICB)**—If selling boats in the United States, register vessels with the national database of vessel information by contacting Donna Conick at [dconick@nicb.org](mailto:dconick@nicb.org).
- 8. Complete Compliance Specialist Exams**—Attend NMMA Engineering Compliance Seminar at least once every two years and pass applicable Compliance Specialist exam annually.

#### Certification Contacts:

Chad Keskitalo, Certification Manager, [ckeskitalo@nmma.org](mailto:ckeskitalo@nmma.org) / 312.946.6233

Lucyna Koscielniak, Certification Program Coordinator, [lkoscielniak@nmma.org](mailto:lkoscielniak@nmma.org) / 312.946.6214

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### DISCOVER BOATING



Discover Boating support is a requirement to maintain NMMA membership and certification status including discounted rates at NMMA boat shows.

- 1.** Engine manufacturers provide sales data based on horsepower to NMMA which is then invoiced to boat builders 45 days from membership approval. Assign Discover Boating billing contact.
- 2.** Designate key personnel to manage the Discover Boating boat brand listings and lead retrievals.
- 3.** Provide boat brand(s) to be included on the Discover Boating Boat Finder tool.

Discover Boating Contact: [dbbilling@nmma.org](mailto:dbbilling@nmma.org)

# BOAT TYPES ADDENDUM

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## SAILBOATS

BB001	Auxiliary Powered Sailboats
BB005	Cruising Sailboats
BB010	Custom Sailboats
BB015	Daysailers
BB020	Dinghies (Sailing)
BB025	Motor Sailers
BB030	Multihulls (Sail)
BB032	One-Design Sailboats
BB035	Racing Sailboats
BB040	Sailboards

## POWERBOATS

BA004	All-Purpose Fishing Boats
BA005	Aluminum Boats
BA010	Bass Boats
BA015	Bay Boats
BA018	Bow Riders
BA020	Catamarans, Multihulls (Power)
BA025	Center Consoles
BA030	Cuddy Cabins
BA035	Deck Boats
BA037	Downeaster
BA038	Fish & Ski Boats
BA040	Flats Boats
BA045	Hi-Performance Boats
BA050	Houseboats
BA052	Hunting Boats
BA055	Inboard Cruisers
BA060	Inboard/Outboard Boats
BA065	Luxury Yachts
BA070	Motor Yachts
BA075	Outboard Boats
BA080	Pontoon Boats
BA085	Runabouts
BA090	Sportfishing Yachts
BA095	Trawlers
BA097	Wakeboard Boats
BA100	Waterski Boats

## OTHER TYPES OF BOATS

BC005	Air Cushion Vehicles
BC010	Airboats
BC015	Canoes
BC020	Custom Boat & Yacht Builders
BC025	Dinghies (Rowing & Motorized)
BC030	Electric Boats
BC035	Hydrofoil Boats
BC040	Inflatable or Folding Boats
BC045	Jet Boats
BC050	Jon Boats
BC055	Kayaks
BC060	Kit Boats
BC065	Pedal Boats
BC070	Personal Water Craft (PWCs)
BC074	Rigid Inflatable Boats (RIBs)
BC075	Rowing Shells
BC080	Wooden Boats

### QUESTIONS?

For any questions or concerns about this application or about the payment process please contact:

**Marie-France MacKinnon, Executive Director**  
**613.367.5002 | mmackinnon@nmma.org**



FOR OFFICE USE ONLY:

Check Number:

I.D. Code: