



## 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	\$1,180	\$2.5 million - \$5.0 million	\$1,570	\$5.0 million - \$10 million	\$1,770
\$10 million - \$15 million	\$2,990	\$15 million - \$20 million	\$4,180	\$20 million - \$30 million	\$5,970
\$30 million - \$40 million	\$9,560	\$40 million - \$50 million	\$14,330	\$50 million - \$65 million	\$17,920
\$65 million - \$100 million	\$25,090	\$100 million - \$150 million	\$37,050	\$150 million - \$200 million	\$47,810
\$200 million - \$250 million	\$59,750	\$250 million - \$300 million	\$71,700	\$300 million - \$400 million	\$89,630
\$400 million - \$500 million	\$119,500	\$500 million - \$750 million	\$149,390	\$750 million - \$1.0 billion	\$179,270
\$1.0 billion - \$1.5 billion	\$239,010	\$1.5 billion - \$3.0 billion	\$298,770	\$3.0 billion - and above	\$358,520



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)

BOAT BRAND(S) NAMES (required)

## DISCOVER BOATING: DISCOVER BOATING®

Market expansion is a vital initiative of Discover Boating. BMD engine assessment per unit is required to maintain certification and membership. Learn more about Discover Boating required funding [here](#).

ENGINE MANUFACTURER BRAND PACKAGED WITH YOUR BOAT (required)

ESTIMATED UNITS SOLD PER YEAR (required)

OUTBOARD		STERN DRIVE		JET BOATS		INFLATABLE BOATS		
HP Range	Fee	HP Range	Fee	HP Range	Fee	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	<b>INBOARD</b>		<b>SAILBOATS</b>		Over 20 ft.	\$40.00	\$40.00
100–149.9	\$20.00	<b>HP Range</b>	<b>Fee</b>	<b>HP Range</b>	<b>Fee</b>	<b>PWC</b>	<b>Fee/Unit</b>	
150–199.9	\$32.00	300+	\$50.00	>20	\$50.00		\$5.00	
200+	\$50.00			21–29.9	\$65.00			
				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 access to free member resources. A unique email address for each contact is required.

NAME (PRESIDENT/CEO)	TITLE	E-MAIL
NAME (EXECUTIVE SALES)	TITLE	E-MAIL
NAME (EXECUTIVE MARKETING)	TITLE	E-MAIL
NAME (EXECUTIVE PUBLIC RELATIONS)	TITLE	E-MAIL
NAME (EXECUTIVE ACCOUNTING)	TITLE	E-MAIL
NAME (MARKET RESEARCH)	TITLE	E-MAIL
NAME (HUMAN RESOURCES)	TITLE	E-MAIL
NAME (WEB DEVELOPMENT)	TITLE	E-MAIL
NAME (CORPORATE SOCIAL RESPONSIBILITY)	TITLE	E-MAIL
NAME (GOVERNMENT RELATIONS /ADVOCACY)	TITLE	E-MAIL
NAME (DIGITAL CONTENT)	TITLE	E-MAIL
NAME (SOCIAL MEDIA)	TITLE	E-MAIL
NAME (ELECTRIFICATION/NEXT GEN)	TITLE	E-MAIL
NAME (CORPORATE COMMUNICATIONS)	TITLE	E-MAIL
NAME (EXPORT/INTERNATIONAL)	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, and coordinating brand listings on 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: \$3,250 (\$750 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 \$3,250 certification deposit (\$750 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, NMMA's compliance platform.
- 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 will provide sales data based on horsepower to NMMA which is then invoiced to boat builders. Assign Discover Boating billing contact to manage this process.
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](mailto:mmackinnon@nmma.org)**

***NMMA CANADA***<sup>®</sup>

FOR OFFICE USE ONLY:

Check Number:

I.D. Code: