

How do we register for the Digital Trade Credential?

Prior year registrants have been provided a unique link sent in a previous communication. If you have no prior relationship with NMMA, you will need to contact the Registration Department to enroll in our system.

Where do we get our Digital Credentials?

We are no longer providing hard stock credentials to any Discover Boating Show. All credentials are now digital. Please use the link sent to you in the previous communication.

Are Trade Credentials sent to Registrants individually?

Yes. Every registrant requires a unique email address to receive a digital credential. For security purposes you will be expected to show your digital credential on your mobile device each day upon entering the show.

Credential pricing for 2026 - 2027 show season.

NMMA Members

August 1, 2026 – March 1, 2027 — Complimentary

Non-Members

August 1 – November 15, 2026 — \$55.00

November 16, 2026 – March 1, 2027 — \$ 80.00

What if I misplace or delete my email with my credential by accident?

For assistance contact traderegistration@nmma.org.

Is there a cost to have my credential resent?

There is no cost to have your credential resent.

Do I have to show my digital credential on my mobile device upon entering and leaving?

To ensure the security of our **EXHIBITORS** you will be required to show your digital credential on your mobile device each day/time you enter the show—however, you will not need to present any other form of ID (with uploaded photo in the credential). This process will streamline your entry to the show and ensure only authorized personnel have access to the show outside of show hours protecting exhibitor's products and displays.

You do not have to show your digital credential when you exit the show.

Do I have to show an ID when entering the show?

Your digital credential with your uploaded photo is all you'll need to enter the show. We encourage you to provide name tags for you and your staff working at the show.

The Trade Credential site asks for an email and some of my staff do not have emails, can I just use my email address for all credentials?

No. Every Registrant requires a unique email. We suggest creating a GMAIL email address for those registrants that do not have a company email address. NOTE: If you are also registering new colleagues from your organization, the name(s) will be entered in the NMMA database so they can receive a trade credential link for the next '27/'28 season.

If I input everyone's email address, will they receive a lot of emails throughout the year?

No. Emails will be sent for credential communications only. We do not share email addresses outside of NMMA. Emails addresses will not be saved for future shows.

If I ordered trade credentials for John Doe and he can't make the show, how can I change the name?

Please proceed to the registration office for assistance or contact traderegistration@nmma.org.

If I have a Digital Trade Credential, do I have to register for a show specific exhibitor credential?

No. The NMMA Trade credential allows entry into all NMMA Discover Boating produced consumer shows 2 hours prior to show opening – same as an exhibitor credential.

I'm a member of the Media – how do I register?

Media credentials should be requested on each show's website-found under the Media Center Tab. Valid media business card and ID must be provided to receive media credentials onsite if not ordered in advance.

Discover Boating Miami International Boat Show:

NMMA Trade Credentials no longer provide access to the Discover Boating Miami International Boat Show. To purchase credentials for Miami, you must register through Informa Markets. Go to www.miamiboatshow.com.

Health and Safety:

We will also be following the latest CDC, state, and local guidelines to ensure your safety, as well as the safety of our staff and guests. As guidance comes in from officials, we'll continue to update and monitor our practices to ensure the best boat show experience possible.

YOU ASSUME ALL RISK AND DANGER of personal injury and all hazards arising from, or related in any way to, the Event and release, indemnify and hold harmless NMMA (including its directors, officers, members and employees) from any and all claims, liabilities, damages, costs or expenses arising out of or in connection with your attendance at the Event including, without limitation, any illness or injury resulting from your attendance at the Event, exposure to an infectious disease (including COVID-19), or the manner in which the Event is conducted, whether occurring prior to, during, or after the Event, howsoever caused and whether by NMMA's actions, errors, omissions, negligence or otherwise.