

6<sup>TH</sup> ANNUAL

# maats

marine  
aftermarket  
accessories  
trade show

JULY 19-21, 2006 Las Vegas Hilton Hotel & Convention Center



*All the pieces for  
aftermarket success*

**RESERVE SPACE TODAY!**

[NMMA.ORG/MAATS](http://NMMA.ORG/MAATS)

# agenda

## MONDAY, JULY 17

ALL DAY      REGISTRATION  
                  S.T.E.P. CONFERENCE

AFTERNOON    S.T.E.P. LUNCHEON  
                  EXHIBITOR MOVE-IN

EVENING      S.T.E.P. RECEPTION

## TUESDAY, JULY 18

ALL DAY      REGISTRATION  
                  S.T.E.P. CONFERENCE  
                  EXHIBITOR MOVE-IN

AFTERNOON    S.T.E.P. LUNCHEON

EVENING      MAATS WELCOME RECEPTION

## WEDNESDAY, JULY 19

ALL DAY      REGISTRATION

MORNING      NEW PRODUCT PREVIEW BREAKFAST  
                  BUYER-SUPPLIER MEETINGS  
                  SEMINARS

AFTERNOON    NETWORKING LUNCH  
                  EXHIBIT HOURS

## THURSDAY, JULY 20

ALL DAY      REGISTRATION

MORNING      NEW PRODUCT PREVIEW BREAKFAST  
                  BUYER-SUPPLIER MEETINGS  
                  SEMINARS

AFTERNOON    NETWORKING LUNCH  
                  EXHIBIT HOURS

EVENING      AWARDS RECEPTION

## FRIDAY, JULY 21

ALL DAY      REGISTRATION

MORNING      NEW PRODUCT PREVIEW BREAKFAST  
                  BUYER-SUPPLIER MEETINGS  
                  SEMINARS

AFTERNOON    NETWORKING LUNCH  
                  EXHIBIT HOURS

EVENING      MOVE-OUT

*Tentative schedule, subject to change.*

*Be part of the aftermarket's premier event!*

**RESERVE SPACE NOW!**

The Total Aftermarket Experience.



## 2005 OVERVIEW

- Number of buyers increased 28%
- A record 368 companies exhibited
- More than 1,300 Buyer-Supplier meetings were held
- Key international markets represented—over 25 countries

“Pre-scheduled one-on-one Buyer-Supplier meetings are what make this event special.

**The one-on-one meetings make MAATS a unique and must-go-to event for vendors and buyers** who want to work together to serve marine customers better.”

YVONNE WU, AMPTRONIX, INC.

**S T E P**  
**2 0 0 6**

Focus On  
• Sales • Training  
• Education • Purchasing

### S.T.E.P. CONFERENCE JULY 17-18

Held in conjunction with MAATS, the National Marine Distributors Association (NMDA)

S.T.E.P. (Sales, Training, Education & Purchasing) Conference draws together NMDA distributors and supplier members eager to implement their buying programs. Take advantage of both events and accomplish all your business goals in one trip!

For more info on NMDA membership and S.T.E.P., contact Nancy Cueroni 860.767.7898  
[executivedirector@nmdaonline.com](mailto:executivedirector@nmdaonline.com)





# the only aftermarket event of its kind!

BE SURE TO TAKE ADVANTAGE OF ALL THE MAATS BUSINESS-BUILDING OPPORTUNITIES

## 1 REACH YOUR TARGET: TRADE SHOW EXHIBITS

MAATS is North America's only event dedicated to marine aftermarket accessories. There's no better place to introduce new products and make the connections that build business. Its timing is geared to the aftermarket purchasing cycle, so you can expect to meet with buyers ready to buy. SPACE WILL GO FAST—RESERVE YOURS NOW!

### EXHIBIT BOOTH RATES: STANDARD 10' X 8' UNIT

**Pipe and Drape:** Member \$1400 Non-member \$2000

**Shell scheme:** Member \$2200 Non-member \$2800  
Price includes free drayage (up to 500 lbs. per unit), Welcome Reception, network lunches, hospitality events and the MAATS Show Directory. (Booth price does not include carpet)

### MAATS MARKETPLACE

Open only to first-time participants wishing to display new products or test the aftermarket. Un-staffed kiosk with a product display case and literature holder, restocked by MAATS staff: \$500 per product. Includes one attendee badge.

For more info contact Joanne Miller 312.946.6245  
jmillier@nmma.org or visit [nmma.org/MAATS](http://nmma.org/MAATS)

## 2 GO ONE-ON-ONE: BUYER-SUPPLIER MEETINGS

Only MAATS connects marine accessory buyers with the right people—distributors, retailers, wholesalers, and cataloguers—in pre-scheduled one-on-one business meetings. Buyers at MAATS expect manufacturers to come prepared with new programs and pricing. Be sure to take advantage of this invaluable opportunity to do business with multiple buyers in one trip.

For more info contact Melissa Skomedal 312.946.6281  
mskomedal@nmma.org

## 3 MAKE A SPLASH: LAUNCH NEW PRODUCTS

As the premier event for the aftermarket accessories industry, buyers come to MAATS to see what's new. The result—MAATS is THE place to launch new products, guaranteeing exposure to hundreds of the industry's biggest decision makers. Get with the program—enter your new product in the New Product Preview and Innovations Awards programs.

**NEW PRODUCT PREVIEWS:** Why spend thousands to launch a new product? Do it at MAATS and reach the industry's most influential buyers for only \$350! Held each morning, New Product Preview presentations are a cost-effective way to introduce your product to a guaranteed audience of buyers and media. Products presented are automatically entered in the NMMA Innovation Awards.

**NMMA INNOVATION AWARDS:** Judged by Boating Writer's International (BWI) the NMMA Innovation Awards at MAATS recognize outstanding product advances in the accessories aftermarket. Cost to participate: \$250 per product.

For more info contact Melissa Skomedal 312.946.6281  
mskomedal@nmma.org

## 4 MAXIMIZE YOUR EXPOSURE: SPONSORSHIP

Increase your impact at MAATS 2006 by becoming a sponsor or advertising in the MAATS Directory! Build brand visibility and gain invaluable product exposure to top-volume buyers—both domestic and international. Customized packages available.

For more information contact David Perez 312.946.6201  
dperez@nmma.org

*\* Prices above subject to change*

# maats means business

**MAATS GIVES YOU DIRECT ACCESS TO KEY DECISION MAKERS FROM THE INDUSTRY'S TOP-VOLUME RETAILERS AND DISTRIBUTORS. BUYERS REPRESENTING OVER 90% OF BUYING VOLUME FOR AFTERMARKET ACCESSORIES IN NORTH AMERICA WILL BE HERE!**

**BUYING EXECUTIVES FROM THE FOLLOWING COMPANIES WERE AT MAATS 2005—LOOK FOR THEM AGAIN IN 2006!**

Abernathy, S.A.  
A-BOS Limited  
Adventure Yachts, Inc.  
AER Supply, LTD  
All Marine Spares  
Allremote Wireless Technology Co. Ltd.  
Allstar Marine  
ALS Marine Center  
American Honda Motor Co., Inc.  
Automar  
Automosa  
Baron SRL  
Bart's Water Sports  
Basic Power Industries  
Bass Boat Europe/Bass Pro  
Basta Marine  
Bayshore Power  
Bell Industries  
Betta Boats, Inc.  
Big 5 Corp.  
Big Rock Sports, LLC  
Boat Guard  
Boat Hoist USA, LP  
Boater's World  
Bob Littler Agencies Pty Ltd  
Bounty Marine Dist.  
Breeze Industrial Products Corp.  
Brewers Marine Supply  
Browning's Marine Inc.  
BRP  
Budget Marine  
C.C. Marine  
Cabela's  
Canadian Tire Corporation  
Casa Mar  
China Honty Imp-Exp Co., LTD  
CMC Electronics  
Coast Distribution System  
Crook & Crook Inc.  
Custom Marine FAB  
D.S. Hull Co. Inc.  
Dan Rhodes Enterprises, Inc.  
Davis Boats  
Defender Industries  
Delta Systems, Inc.  
Den-Mac Sales  
Derma Marine  
Dewey's Cook Inlet  
Disvent Ingenieros S.A.

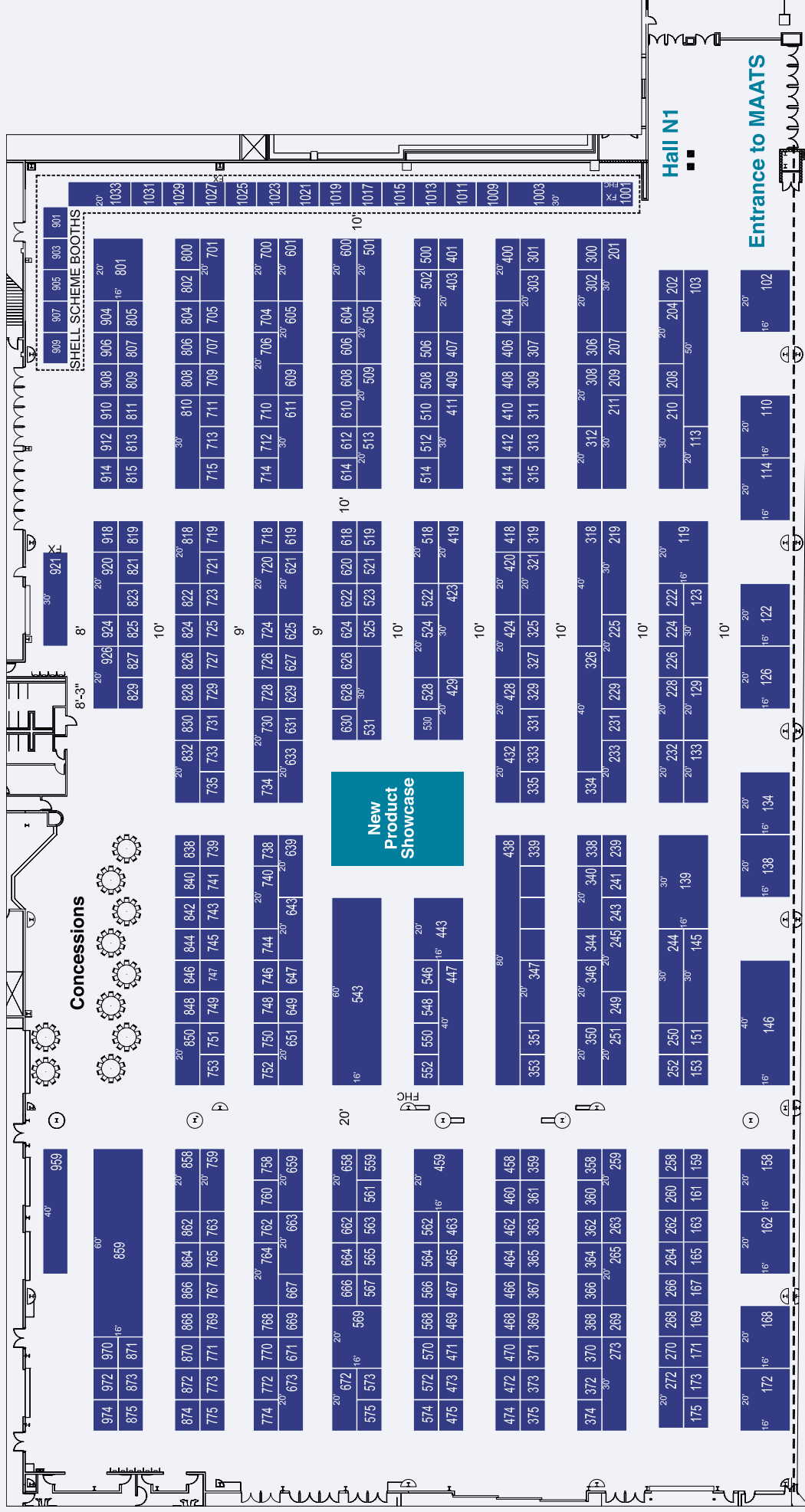
Diversified Marine  
DTI Parts & Appliances  
Edge Power Sports  
El Capitan  
Ellett Brothers  
Englund Marine Group, The  
ERA Marine  
E-Z Tackle  
Fawcett Boat Supplies  
Ferre-Mar De La Paz  
Ferreteria Zaragoza S.A. DE C.V.  
Firebird Marine (NZ) Ltd.  
Fisheries Supply Co.  
Flak AS  
Flanders Marine  
Fox Marine Co.  
Freeport Marine Supply  
Freestone Fishing Co.  
Friends Marine Service Co., Ltd.  
Gander Mountain Company  
Globe Pequot Press  
Hakerson International Ltd.  
Hannay's  
Harbor Marine Distributors  
McGill Distributors, Inc.  
Havasu Motor Sports  
Hopkins-Carter Marine  
Houston Marine Supply, Inc.  
Hutchings Marine Products  
iboats.com  
Idea Mare Spa  
Island Water World  
J. Osawa Group Co.  
Jason Storage & Dist., Inc.  
JAX  
Jenvey Distributors Ltd.  
Jerry Martin Co.  
Jerry's Marine Service  
Keller Marine  
Kellogg Marine  
Kiero S.R.L.I.  
Kimpex Incorporated  
K-Mart Australia  
Kodiak Trailer Components  
L&L Marine Distributing Company  
Land 'N' Sea Distributing Inc.  
Larry's Marine Center  
LeBaron Outdoor Products  
Lewis Marine Group

Lewis Marine Supply of Greenport  
Lewis Marine Supply of Maine Inc.  
Lighthouse Marine Distributors, Inc.  
Lighthouse Marine Supply  
Llewellyn Supply Co.  
Lorenz & Jones  
LTD Commodities LLC  
Mandurah Marine Communications  
Marathon Leisure  
Marine 10ne  
Marine Agencies  
Marine Equipment & Supply Co.  
Marine MAX  
Marine Mega Store Limited  
Marine Parts Supply of Canada  
Marine Power Service  
Marine Sanitation, Inc.  
Marine Service Kojima Co. LTD.  
Marine Toys  
Marine World Dist.  
Marinemax Inc.  
Mariner Supply, Inc.  
Marketing Partners  
Marol Co. LTD  
Maurice Sporting Goods  
Medart Marine Supply  
Mercury Marine  
Mermaid Marine  
Mitsui & Co.  
Moby Marine Services Pty LTD  
Morgan Recreational Supply  
Motorfirma H Duell Ab  
National Marine Suppliers, Inc.  
Nation's Best Sports  
Nautical Shops  
Net Work Technology PTE LTD  
Nikka Fishing & Marine  
North American Fishing Club  
Northern Wholesale Supply  
Odenberg and Associates  
Outback Bait & Tackle  
Overton's  
Pacific Southwest Marine  
Paxton Company  
Payne's Marine Supply Inc.  
Phantom Marine  
Plapp's Pro Outdoors  
PontoonStuff, Inc.  
Propelled Marine Inc.

Pro-Tackle  
Proxam Distribution  
R.S.A.  
Recambios Marinos, S.L.  
Redden Marine Supply  
Rent Equipo Naval  
Riviera Marine  
Roger's Products, Inc.  
Ronnie's Marine  
Rubbermark Industries Ltd.  
Rutherford Marine  
ryobi do brasil ltd.  
SailNet  
SailorSams LLC  
Sam Allen Wholesale  
San Diego Marine Exchange, Inc.  
Sarasota Quality  
Sea Sharp Products Inc.  
Seattle Marine & Fishing Supply Co.  
Seawide Marine Dist.  
Sharkey Marine LLC  
Shotgun Sports Supply Co.  
Skye Boat Works  
Sound Connection  
Southern California Marine Enterprises  
Sovereign Charters LTD  
Spirit Craft LLC  
Stevenson Marine Hardware  
Stright-MacKay Ltd.  
Svendsens Marine  
The Boaters Warehouse  
Tomany Lin Enterprise Co., LTD  
Twin Troller Boats, Inc.  
V&V Marine Products  
Van Patten Industries  
Vidal Marine  
Vita Plate Distributing  
W.L. Baumler Company  
Wal-Mart  
Watski AB  
West Coast Marketing  
West Marine  
Western Marine  
Whitworths  
Wiretec Ignition, Inc.  
Wolfs Marine  
WorldwideMarine  
Yamaha Motor Corp., USA

# meets demand

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\*2005 Floorplan. Booth configurations subject to change.

