All the pieces for aftermarket success
RESERVE SPACE TODAY!
NMMA.ORG/MAATS
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!
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. 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
**REACH YOUR TARGET: TRADE SHOW EXPERIENCES**

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 jmiller@nmma.org or visit nmma.org/MAATS

**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

**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

**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
Alien Remote 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
Brownie’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 Creek 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 Zaragaza 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.
Hammy’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. Osaka Group Co.
Jason Storage & Dist., Inc.
JAX
Jervey Distributors Ltd.
Jerry Martin Co.
Jerry’s Marine Service
Keller Marine
Kellogg Marine
Kieno S.R.L.L.
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
Leis 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 Duelb 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
Oldenberg and Associates
Outback Bait & Tackle
Overton’s
Pacific Southwest Marine
Paton Company
Payne’s Marine Supply Inc.
Phantom Marine
Plaip’s Pro Outdoors
PontoonStuff, Inc.
Propelled Marine Inc.
Pro-Tackle
Proxam Distribution
R.S.A.
Recambios Mineros, 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
Sprint Craft LLC
Stevenson Marine Hardware
Stright-Mackay Ltd.
Swendsens 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. Baumlter Company
Wal-Mart
Watski AB
West Coast Marketing
West Marine
Western Marine
Whitworths
Wiretec Ignition, Inc.
Wolfs Marine
Worldwide Marine
Yamaha Motor Corp., USA
JULY 19–21, 2006
Exhibits: Las Vegas Convention Center  North Hall 1

*2005 Floorplan. Booth configurations subject to change.