



News Release

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Spring Jersey Shore Boat Sale & Expo *“A Fantastic Boat Show”*

Manasquan, NJ – Kicking off the boating season was the first ever Spring Jersey Shore Boat Sale & Expo that was held May 14 – 16, 2010, at FirstEnergy Park, home of the Lakewood BlueClaws. This new boating sales event was organized by the Marine Trades Association of New Jersey (MTA/NJ), a non profit organization comprised of over 300 recreational marine businesses.

The focus of this event was affordability and accessibility both for the consumer and exhibitors with a low cost to exhibit and attend. Close to 100 different boats, both new and pre-owned were on sale offering some of the best deals of the season. The concourse of the stadium was filled with vendors representing a wide variety of products and services. The event also included food and refreshments, activities for the children and a kayak pool, provided by West Marine, which offered attendees a chance to paddle around on a new kayak. 2800 people attended the event which represents a 75% increase in attendance over the inaugural Jersey Shore Boat Sale & Expo that was held in September 2009.

“Feedback from the show so far has been great both from the consumers and exhibitors and we are very pleased with the results. The reality is it is still tough out there so the fact that attendance significantly increased and both new and pre-owned boats were sold is very promising. The future of the Jersey Shore Boat Sale & Expo is extremely bright”, stated Melissa Danko, MTA/NJ Executive Director.

A number of participating dealers have already confirmed that they would return to future shows and had many positive remarks from the show. "A fantastic boat show with a lot of quality buyers", stated Dean Mancini of Jarvis Marine in Tuckerton. Paul Gioe from NJ Outboards in Bayville added, "We thought it was a great show and hope to see many more in the future".

A unique aspect of the show, different from other shows, is that both new and pre-owned boats were on sale offering an even greater range of affordability for consumers all in one location. FirstEnergy Park is state of the art facility that offers endless opportunities to expand the event and add more boats and vendors each year.

"It is important to emphasize why we are doing this new event. There is no hype here, this is just an honest boat sale event with simple goals- provide an easy and affordable venue for exhibitors to sell and promote their products that is inexpensive to attend. For the price to exhibit, dealers get a far greater return on investment than on any other form of promotion. As for the consumer, a family of four can attend and pay less than \$10 to see 100 different boats and vendors of all kinds and do so at a location that is fun for everyone", stated Rick Traber of Pier 47 Marina in Wildwood and MTA/NJ President.

The Fall Jersey Shore Boat Sale & Expo is being held **September 24-26, 2010** at FirstEnergy Park, Home of the Lakewood Blueclaws. Additional information will be posted at jerseyboatexpo.com. Businesses interested in exhibiting should contact the MTA/NJ office at 732-292-1051; email at info@mtanj.org

About the MTA/NJ:

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972 and comprised of over 300 marine related businesses, is a non-profit organization dedicated to promoting and protecting the recreational marine industry and waterways in the State of New Jersey. The MTA/NJ is dedicated to the interests of the industry as a whole for the benefit of its individual members and the consumers whom they serve.

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