



News Release

FOR IMMEDIATE RELEASE

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Fall Jersey Shore Boat Sale & Expo Delivered Results

Manasquan, NJ – The second annual Fall Jersey Shore Boat Sale & Expo was held September 24-26, 2010, at FirstEnergy Park, home of the Lakewood BlueClaws. This exciting and unique boating sales event featured new and pre-owned boats including 2011 models, engines and accessories for sale by local marine retailers. The 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 the Jersey Shore Boat Sale & Expo's, held in the spring and the fall, is affordability and accessibility both for the consumer and exhibitors with a low cost to exhibit and attend. At this year's fall show, close to 150 new and pre-owned boats were on sale offering a wide selection of models from 35 different manufacturers offering great opportunities and pricing for consumers. The show has grown in size with boats on display in 58,000 square feet of the stadium lot and 3800 square feet for the Boaters Marketplace with vendors located outside and inside the stadium. Attendance has also increased with 3225 people attending the show. This represents double the attendance of the first fall show held in 2009 and a 16% increase over the spring show that was held in May in the same location.

New for this show was the addition of the Kids Cove sponsored by The Fisherman Magazine. Children visiting the Kids Cove enjoyed a number of activities including touch tanks, knot tying, casting and much more. Attendees also had the opportunity to dispose of their expired

marine flares. Rutgers Cooperative Extension ran a pilot collection program during the show and collected over 600 expired flares. “Boaters were very happy to have somewhere to take their flares with many reporting that they were not able to dispose of them elsewhere.” stated Cara Muscio of Rutgers Cooperative Extension.

“We are very excited that the show is growing in both attendance and dealer participation. The feedback that we have received so far has been fantastic. Consumers loved the low cost to attend and many of the exhibitors were pleased with their sales and leads from the show”, 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. “The show was well done in every way. We were happy with the crowd and sold several boats.” stated Dean Mancini from Jarvis Marine. Barry Costanzo from NJ Outboards in Bayville added, “The show had good attendance, low cost to dealers, ample parking for customers, and low admission price for customers.” Steve Mosley from Boat Shopper Magazine stated “It just keeps getting better; fantastic facility.”

The Jersey Shore Boat Sale & Expo is held in the spring and fall at FirstEnergy Park in Lakewood, NJ. Additional information including dates for 2011 will be posted at jerseyboatexpo.com. Businesses interested in exhibiting or participating 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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