



FOR IMMEDIATE RELEASE

## ***SOUNDINGS TRADE ONLY TO HOST ROUNDTABLE EVENT & RECEPTION AT IBEX***

July 23, 2018, Essex, CT –On Monday, October 1<sup>st</sup>, 2018 from 5:30 – 7:30pm, *Soundings Trade Only* will host a roundtable event during the IBEX show at the Marriott Tampa Waterside followed by a reception. The roundtable will focus on the future of marine aftermarket, boats and components. It is being sponsored by Mercury Marine and Attwood Corporation.

“From mergers and acquisitions to the sharing economy to the impact of e-commerce, technology, and adjacent markets, the landscape of marine aftermarket is quickly changing,” said Michael Verdon, Editor in Chief of *Soundings Trade Only*. “We believe it is the right time to bring together an experienced and diverse panel to discuss where this segment of the market is headed, and IBEX is an ideal place to do so.”

The confirmed panelists include: Ron Japinga, CEO and President of Guitar Center and former Executive Vice President of Merchandising, Planning & Logistics at West Marine, Tom Schuessler, President of Land ‘N’ Sea Distributing, John Giglio, Founder & CEO of Freedom Boat Club, Larry Russo, Sr., Senior Vice President, MarineMax Russo, and Joe Lewis, Owner of the Mt. Dora Boating Center and Chairman of the MRAA and Grow Boating Board of Directors. Additional panelists to be confirmed.

Seating is limited. Easy registration for the event is available on the IBEX website at [www.ibexshow.com/special-events-demos](http://www.ibexshow.com/special-events-demos).

### ***Soundings Trade Only***

*Soundings Trade Only* is a marine business-to-business information multi-media brand. It includes a monthly print publication, and digital entities including an e-newsletter, web and social media sites. *Soundings Trade Only* offers the latest business news, and information about products, trends, statistics, management and marketing insights, and more to the marine industry. It is part of the AIM Marine Group, which includes *Yachts International*, *Power & Motoryacht*, *SAIL*, *Anglers Journal*, *Soundings*, *PassageMaker* and *Woodshop News*. The AIM Marine Group is a division of Active Interest Media.

### **Active Interest Media**

One of the world’s largest enthusiast media companies, Active Interest Media ([aimmedia.com](http://aimmedia.com)) produces leading consumer and trade events, websites, magazines, and films and TV shows that reach 40 million readers, fans, and attendees in 85 countries. AIM powers the second-richest equestrian competition in the world, the World Series of Team Roping, and North America’s most important events and education for fitness professionals through its IDEA Fit division. Brands include Yoga Journal, Backpacker, SKI, Anglers Journal, Yachts International, Sail, Power & Motoryacht, Soundings Trade Only, Team Roping Journal, Practical Horseman, EQUUS, Muscle & Performance, Horse & Rider, Oxygen, Clean Eating, Log Home Living, Old House Journal, Cabin Living, Woodsmith, Garden Gate, and more. The company’s five divisions—the Equine Network, Home Group, Healthy Living Group, Marine Group, and Outdoor Group—also operate thriving B2B platforms, online universities, and retail events. Core competencies include lead generation (through its Qualified Buyer Program), marketing services (through our in-house agency, Catapult Creative Labs, and video production. Warren Miller Entertainment is the most successful adventure-film company in history, and AIM Studios is a seven-person unit dedicated to digital video.

