

SOUNDINGS
Trade Only



FOR IMMEDIATE RELEASE

***Soundings Trade Only* and the International Federation of Boat Show Organizers (IFBSO) announce cooperation agreement.**

Essex, CT, February 7, 2019 - *Soundings Trade Only* (STO) and the International Federation of Boat Show Organizers (IFBSO) are proud to announce that they have entered into a cooperation agreement. *Soundings Trade Only* has joined the IFBSO as an associate member and the two organizations will collaborate to expand communications about boat shows and other marine events across the globe.

“The IFBSO represents the key boating exhibitions, shows and events across the globe. For *Soundings Trade Only*, the leading business-to-business, multi-media brand, it is important to collaborate with IFBSO to keep the marine trade well informed. The companies, brands, products and people who participate in these events impact the global marine business market,” said Michele Goldsmith, Publisher of *Soundings Trade Only*. “We feel that partnering with IFBSO will help spread its message to our readers around the world, making it a win-win for both of us.”

The IFBSO, founded in 1964, represents the world’s leading boat shows and helps with the development of boat shows and marine trade exhibitions worldwide. Working together with its membership, the IFBSO provides key ways that help grow boating. The association has also established a members’ code of excellence for managing the best quality events. In addition, the membership has worked on conservation initiatives including “#ReThinkPlastic” to help save our oceans.

“Our partnership with *Soundings Trade Only* will give IFBSO and, most importantly, its members more exposure within the business-to-business community in the marine industry and help to communicate the fact that IFBSO member shows which comply with the IFBSO Code of Excellence and follow best practice guidelines provide a solid basis for business and ROI for their clients. Our cooperation will give our members easy access to the wealth of information provided by the brand and, at the same time, open up new markets and opportunities for *Soundings Trade Only*”, said Renate Maddocks-Born.

For more information or for a free subscription to *Soundings Trade Only*, please visit www.tradeonlytoday.com.

For more information about the IFBSO, please visit www.ifbso.com.

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 other publications including: *Yachts International*, *Power & Motoryacht*, *SAIL*, *Anglers Journal*, *Soundings*, *PassageMaker* and *Woodshop News*. The AIM Marine Group is a division of Active Interest Media.

The International Federation of Boat Show Organizers (IFBSO)

Founded in 1964, IFBSO has 39 members and brings together 33 of the world's leading boat shows and marine trade exhibitions. Members of IFBSO own or operate events in 23 countries on four continents. Our mission is to help them mount cost-effective, quality exhibitions for the recreational marine industry around the world, by establishing standards and by providing a forum for the exchange of ideas and the development of co-operation between members.