



FOR IMMEDIATE RELEASE

March 3, 2016

Contact: Melissa Danko

mdanko@mtanj.org

Strong Crowds and Sales Marked the Fifth Annual New Jersey Boat Sale & Expo

Manasquan, NJ – A strong current of guests at the [New Jersey Boat Sale & Expo](#) in Edison, February 18-21, 2016 was proof that the boating industry is strong and growing in New Jersey. The show's fifth year was commemorated not only by an opening day ribbon cutting ceremony, but also by the record number of attendees who sailed through the show's doors.

The show featured something for every age and interest. Over thirty dealers showcased nearly 80 boat brands of all types and sizes ranging from aluminum utility boats to canyon capable blue-water offshore fishing machines. The impressive fleet of close to 275 vessels demonstrated a broad scope of new products available for 2016 that meet any budget and offer amazing boating opportunities. Attendees also shopped the boater's marketplace for boat slips, accessories, insurance and more. Hundreds attended the seminars that were presented by The Recreational Fishing Alliance and The Fisherman Magazine, and younger boaters enjoyed activities and crafts in the popular Kids Cove presented by NJ Sea Grant.

"We seem to get more customers each year we exhibit, and this year was no exception," stated Aaron Held, Octopus Yachts Marine Electrical Systems. "We engaged both current and new customers from a diverse customer base and were able to close several deals in person. We are looking forward to the fall show in Lakewood!"

Exhibit show space was again completely sold out, sales and strong leads were reported all throughout the four day show and attendance was at its highest ever with a 5% increase over the best year and 19% over last year which was impacted by snow.

"This is my 5th year participating in the show and every year the show seems to grow in popularity with the consumer," stated Fred Brueggemann, Statewide Marine Services & Key Harbor Marina. "It is an easy show to navigate through and attendees seemed to enjoy the large variety of boats to choose from. As a dealer, I always look forward to this show to give the selling season a boost and this year was a great success."

Produced by the Marine Trades Association of New Jersey, the theme of the New Jersey Boat Sale & Expo has always been to offer an affordable and convenient venue to give show attendees the best opportunities to find what they are looking for to get out on the water. According to Executive Director, Melissa Danko, “We are very excited with the results of the show this year as the crowds were the strongest ever and excitement for boating was clearly evident in speaking with both attendees and exhibitors. We were able to celebrate not only our fifth year and another sold out show, but the newly reduced sales tax of 3.5% on all boat purchases. It is already having a positive impact on sales and we are looking forward to a prosperous boating season.”

The 2016 show was presented by [Interlux Yacht Finishes](#) and [Travelers Ocean Marine Insurance](#). The New Jersey Boat Sale & Expo will return to the NJ Convention & Exposition Center, February 16-19, 2017. The next MTA/NJ show will be the [Jersey Shore Boat Sale & Expo, September 23-25, 2016](#) at FirstEnergy Park, the home of the Lakewood BlueClaws. Information on both MTA/NJ boat shows can be found at [JerseyBoatExpo.com](#).

About the MTA/NJ

The Marine Trades Association of New Jersey (MTA/NJ), established in 1972, is a non-profit organization dedicated to promoting, advancing 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. In addition to many accomplishments, the MTA/NJ produces two boat shows, the Jersey Shore Boat Sale & Expo held in September at FirstEnergy Park in Lakewood and the New Jersey Boat Sale & Expo held in February at the New Jersey Convention & Expo Center in Edison. The MTA/NJ proudly endorses the Progressive Insurance Atlantic City Boat Show.

###