

# News Release



**FOR IMMEDIATE RELEASE**

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## **2012 Jersey Shore Boat Sale & Expo Had More Attendees and Boats than Ever**

**Manasquan, NJ** – The fourth annual Jersey Shore Boat Sale & Expo was held September 21-23, 2012, at FirstEnergy Park, home of the Lakewood BlueClaws. This unique boating sales event featured new and pre-owned boats, engines and accessories for sale by New Jersey’s top marine retailers. The event was organized by the Marine Trades Association of New Jersey (MTA/NJ), a non-profit organization dedicated to promoting, advancing and protecting the recreational marine industry and waterways in the State of New Jersey.

The focus of the Jersey Shore Boat Sale & Expo is to provide affordability and convenience for both consumers and exhibitors. The show has grown every year since being founded in 2009 and 2012 was no exception. This year’s show featured 240 new and pre-owned boats on sale, including 2013 models by 23 dealers, representing 60 different boat manufacturers.

The growth of the show was evident as attendance increased to 5,177 people, representing a 57% increase over the 2011 show that was impacted by rain, and a 25% increase over 2010. The number of boats on display also increased to 85,000 square feet, representing a 10% increase over 2011.

“A fabulous facet of our show is that we do not sacrifice quality for affordability. The MTA/NJ produces a topnotch show without incurring high overhead,” stated MTA/NJ President Kersten Roehsler. “First time visitors always comment on how impressed they are with the look and layout of the show and the variety of boats and products on display.”

The widely popular KIDS COVE returned to the show and offered the youngest generation of boaters a hands-on experience of marine life, crafts, boating safety education and more. West Marine of Brick also provided an interactive experience with their Kayak Pool giving attendees a unique opportunity to try out a stand up paddle board or kayak.

“I consider myself very lucky to be a member of the MTA/NJ and part of this awesome show. On a cost vs. benefit basis, this show has been yielding by far, the best return on investment of any show that I do and this has been the case year after year,” stated Paul Terzian, Causeway Marine.

**The Jersey Shore Boat Sale & Expo** is held every year at FirstEnergy Park in Lakewood, NJ. The 2013 show will be held September 20-22. Additional information can be found by visiting [JerseyBoatExpo.com](http://JerseyBoatExpo.com). Businesses interested in exhibiting or participating should contact the MTA/NJ office at 732-292-1051; email at [info@mtanj.org](mailto:info@mtanj.org).

#### **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. 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 held in February.