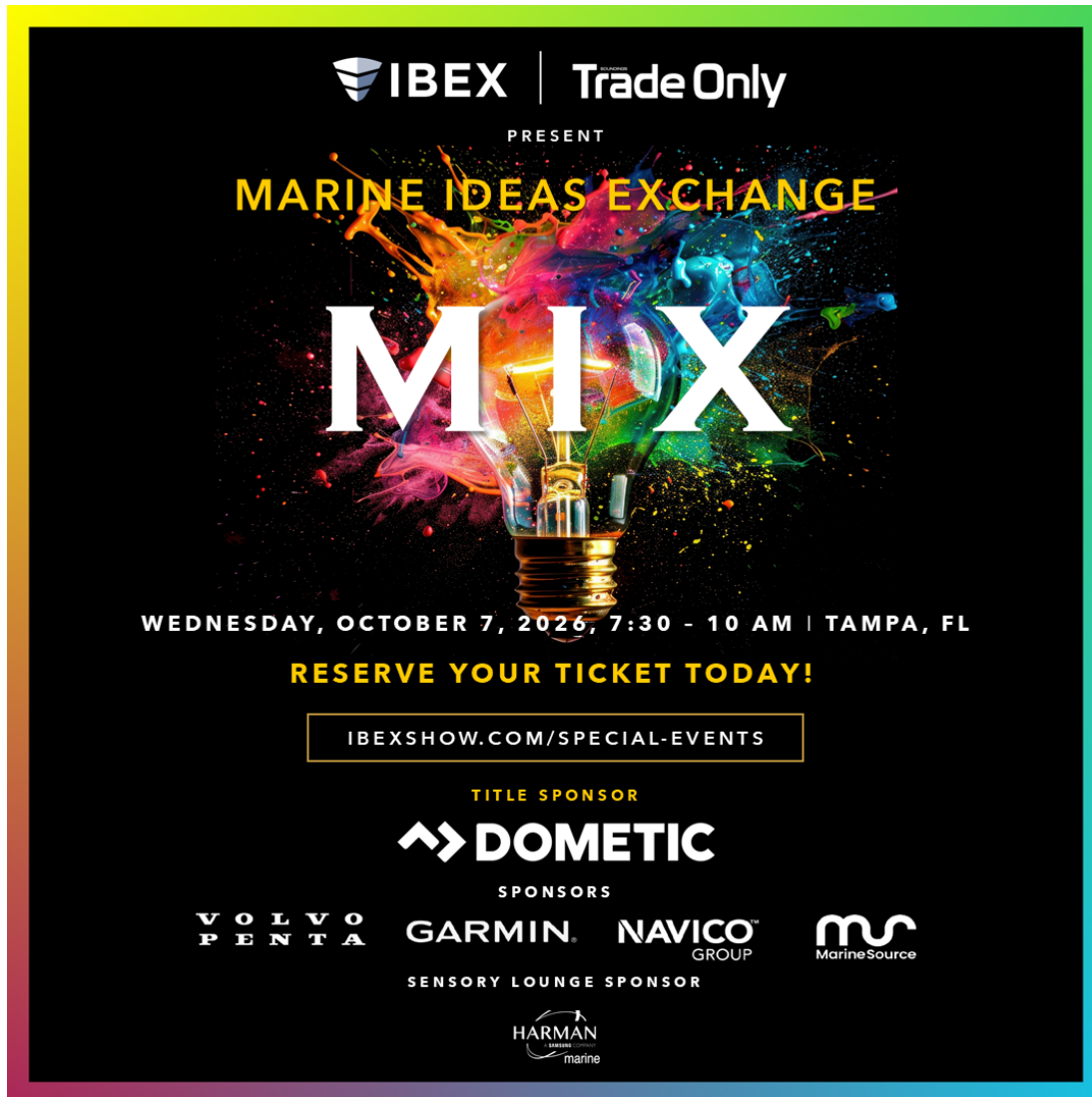




FOR IMMEDIATE RELEASE

Soundings Trade Only and IBEX Announce the Second Annual Marine Ideas Exchange (MIX)

Save the Date for the Marine Industry's Premier Leadership and Innovation Forum — Early Bird Registration Ends September 4

July 22, 2026 – Chattanooga, TN — The Soundings Trade Only Group, in partnership with the International Boat Builders' Exhibition & Conference (IBEX), invites marine industry professionals to **register now** for the **second annual Marine Ideas Exchange (MIX)**, taking place **Wednesday, October 7, 2026**, from **7:30 to 10:00 a.m. ET** at the Tampa Convention Center.

Building on the success of its inaugural event, MIX returns with another dynamic morning designed to inspire new thinking, spark meaningful conversations, and equips attendees with practical ideas they can apply to strengthen their businesses. Open to all IBEX attendees and exhibitors, the event brings together influential leaders from inside and outside the marine industry to share fresh perspectives on leadership, innovation, technology, marketing, workplace culture, and business growth.

The 2026 program will feature an engaging keynote presentation, interactive breakout sessions, panel discussions, and dedicated networking opportunities, all designed to deliver actionable insights in an energetic, fast-paced format. Speaker and session details will be announced in early August.

"MIX was created to challenge conventional thinking and introduce ideas that help marine businesses thrive," said Michele J. Goldsmith, Vice President, and General Manager of the Soundings Trade Only Group. "Whether you're leading a company, developing products, growing sales, or building the next generation of talent, MIX delivers practical strategies, fresh perspectives, and valuable connections that extend well beyond the event itself."

"MIX has quickly become an exciting and valuable addition to the IBEX experience," said Mary Velline, IBEX Show Director. "It brings accomplished marine industry leaders together to share the real-world experiences and lessons they have gained throughout their careers. From building strong workplace cultures and navigating complex decisions to embracing new technologies and responding to changing workforce and consumer expectations, these conversations give attendees practical insights they can take back to their own organizations."

Early bird registration is available through September 4. Attendees can purchase a MIX ticket while registering for IBEX, offering the best opportunity to secure a seat at the discounted rate before prices increase. **Registration is open now. Last year's inaugural event sold out,** so visitors are encouraged to register early.

For more information, please visit www.ibexshow.com/special-events. To register, visit the IBEX registration site and add the Marine Ideas Exchange (MIX) during the registration process.

Thank you to our sponsors: Dometic is the 2026 MIX Title Sponsor, joined by sponsors Garmin, Volvo Penta, Navico Group, Marine Source, and sensory lounge sponsor, Harman.

The International Boat Builders' Exhibition & Conference (IBEX)

IBEX, The International Boat Builders' Exhibition & Conference is North America's largest technical trade event for marine industry professionals. IBEX is owned and produced by the National Marine Manufacturers Association (www.nmma.org) and RAI Amsterdam (www.rai.nl). IBEX will take place at the Tampa Convention Center, October 6 – 8, 2026, in Tampa, FL USA.

As an industry trade event for professionals working in the recreational marine industry, IBEX offers its attendees over 700+ exhibits in the exhibit halls, outdoor display space, and on the IBEX Docks. It also offers unparalleled training and education from industry experts and associations. It provides a targeted audience for marine industry OEM and suppliers, aftermarket manufacturers, and service providers. For more information, please visit www.IBEXshow.com.

The Soundings Trade Only Group

The Soundings Trade Only Group is the leading marine business-to-business multi-media brand, delivering the latest business intelligence, trend analysis, and market insights, designed to reflect, inform, and inspire the marine industry. With a monthly print publication, and a robust suite of digital platforms including a daily e-newsletter, web and social media sites, and industry events, the Soundings Trade Only Group provides timely, trusted coverage of marine business trends, products, statistics, and strategic developments. The Soundings Trade Only Group is part of Firecrown Media, a global media platform for affluent enthusiasts and includes both consumer and trade marine titles. For more information, about the Soundings Trade Only Group, please visit www.tradeonlytoday.com, for your free subscription please visit www.tradeonlytoday.com/subscribe.

About Firecrown:

Firecrown isn't just the leading media platform for affluent enthusiasts; it's pioneering the fusion of content and commerce. With more than fifty prestigious publications in the marine, aviation, and hobby markets, Firecrown goes beyond traditional media. Its business encompasses e-commerce, finance, and real estate, all tailored to the communities engaged by its media outlets. Serving more than 24 million U.S. households classified as affluent enthusiasts, these consumers have considerable disposable income and are keen to invest in their passions and adventures. Firecrown is headquartered in Chattanooga, Tennessee.

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