

News Release



FOR IMMEDIATE RELEASE

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The Boats Were Back for the 2013 New Jersey Boat Sale & Expo And Delivered Results

Manasquan, NJ – More than 250 boats cruised back into the New Jersey Convention & Exposition Center in Edison for the [New Jersey Boat Sale & Expo](#) that ran February 21-24, 2013. In its second year, this new show focused on affordability and convenience for consumers and exhibitors and was organized by the [Marine Trades Association of New Jersey \(MTA/NJ\)](#) and presented by [Interlux Yacht Finishes](#) and [Travelers Ocean Marine Insurance](#).

“The show in Edison this year was definitely a success. Sales were up from last year and it was nice to see customers excited about getting back out on the water. As always, everyone at the MTA/NJ did an awesome job,” stated Barry Costanza, NJ Outboards. “The marketing effort was excellent, and as with all of the MTA/NJ shows, it is a great value to the exhibitor base as well as the consumers. It is obvious to us that the Edison show needed to be resurrected and we appreciate everyone's effort in making the show an overall success.”

Paul Terzian of Causeway Marine added “The MTA/NJ shows differ from previous shows in the Edison venue in that they are much more affordable for the exhibitor as well as the consumer, and that they are produced by the industry, for the industry.”

The show attracted 8,179 people this year which was within 140 people of the inaugural show last year. Boat exhibit space was sold out this year with an 11% increase over last year and more dealers participating in the show representing 70 boat brands. The show's booth sales were also up 13% over last year.

“In light of all that everyone has been dealing with as a result of Hurricane Sandy, we are very pleased with the results of this year's show,” stated Melissa Danko, MTA/NJ Executive Director. “There was a positive vibe all around from both attendees and exhibitors. Sales were strong with exhibitors reporting boats being sold every day of the show along with many quality leads. We are looking forward to a strong recovery.”

MTA/NJ President, Kersten Roehsler Kortbawi added “As an industry association, our goal is to provide an affordable boat show for exhibitors and attendees alike. The MTA/NJ boat shows have delivered results and sales for our exhibitors over the last few seasons and we look forward to bringing the boats back for years to come.”

The show featured something for every age and interest. Boats of all sizes included everything from fishing and cruising boats to pontoons and personal watercraft. Attendees also shopped the boater's marketplace for boat slips, accessories, insurance and more. Hundreds attended the seminars that were presented by On The Water Magazine during the show and the younger boaters enjoyed activities and crafts in the Kids Cove presented by NJ Sea Grant.

The next MTA/NJ boat show is the Jersey Shore Boat Sale & Expo, September 20-22, 2013 at FirstEnergy Park- Home of the Lakewood BlueClaws. The New Jersey Boat Sale & Expo will return to the NJ Convention & Exposition Center, February 20-23, 2014. Information on both 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. 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. In addition, the MTA/NJ proudly endorses the Progressive Insurance Atlantic City Boat Show held in February.