



THE OFFICIAL VOICE OF THE RECREATIONAL BOATING INDUSTRY IN ATLANTIC CANADA

**If you have a Recreational Marine Business, it is important that you know about the Atlantic Marine Trades Association. AMTA is an Association of businesses just like yours who work in a collegial fashion to keep the sport of recreational boating and the recreational boating industry alive and well in Canada's Atlantic provinces. The Association is funded by its ownership of the Halifax international Boat Show and by membership dues.**

**The Association provides important leadership for the industry by;**

1. Being a source of relevant information
2. Working with similar Associations across Canada to deal with legislation that concerns recreational boating, and to create statistical information about the industry
3. Holding membership in the Recreational Boating Advisory Council (RBAC) to Transport Canada's Office of Boating Safety
4. Liaising with the Nova Scotia Boatbuilders Association (NSBA) to provide marine service certification opportunities through American Boat & Yacht Council and business development training.
5. Maintaining promotional opportunities such as the Halifax International Boat Show, The Maritime Guide, and Discover Boating
6. Holding a Conference at the same time as the Associations' Annual General Meeting, with speakers that help businesses plan for the future of the industry
7. Holding regular Board of Directors and Committee meetings to get direction for the Association from the membership
8. Holding membership in organizations that are directly concerned with recreational boating



**AMTA 2012 MEMBERSHIP BROCHURE**



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## AMTA IS A MEMBER OF THE FOLLOWING INDUSTRY ORGANIZATIONS



**American Boat & Yacht Council (ABYC)** is a not-for-profit membership organization that has been developing and updating the safety standards for boat building and repair for 50 years. ABYC is actively involved with the International Organization for Standardization (ISO) and is a leader in education for the marine industry, as well as certification programs for marine technicians. [www.abycinc.org](http://www.abycinc.org)



**The National Marine Manufacturers Association (NMMA Canada)** is a national, not-for-profit association that promotes boating, offers government advocacy services for its members, and provides value-added services to foster the professionalism and financial success of the recreational marine industry. [www.cmma.ca](http://www.cmma.ca)



**Ontario Marine Operators Association (OMOA)** is the association of more than 600 marinas, marine dealers, yacht clubs, and associated companies, working together since 1967 with a common goal of promoting recreational boating in Ontario. Its members are engaged in boat sales, service and amenities for recreational boaters. [www.marinasontario.com](http://www.marinasontario.com)



**Canadian Safe Boating Council** is in the business of promoting safe and responsible boating throughout Canada. It is an alliance of members committed to preventing boating injuries and drownings.. [www.csbc.ca](http://www.csbc.ca)



**Nova Scotia Boatbuilders Association's** mission is to create and foster an environment that promotes profitable and sustained export-oriented business growth for its members. AMTA has a Memorandum of Understanding with the Nova Scotia Boat Builders Association giving members access to business development and skills training. [www.nsboats.com](http://www.nsboats.com)

## AMTA WORKS ON YOUR BEHALF

AMTA works with the Marine Trades Associations across Canada and NMMA Canada on advocacy issues, training and the national Discover Boating Program.

AMTA's Executive Director attends regional and national Canadian Marine Advisory Council (Transport Canada) CMAC and attends the Board Meetings of Discover Boating with an elected AMTA representative.





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## AMTA PROVIDES PROMOTIONAL OPPORTUNITIES FOR YOUR BUSINESS

**Annual Publication Maritime Boating, *Destinations and Marinas.*** The Maritime Boating Guide publication and the website [MaritimeBoating.ca](http://MaritimeBoating.ca) provide up to date information for boaters in the Maritime Provinces about Marinas, Yacht Clubs and Marine services. Ideally published every year, the Maritime Boating Guide is distributed at Boat Shows, at Marinas and at Tourism kiosks. The Print Guide is published for a date agreed to by all parties of this agreement. The web site is refreshed on a regular basis. The beneficiary of this information and subsequent publication on-line and in print is the Recreational Boating Industry in the Atlantic Provinces. Produced by Eclipse Media, Advocate Media and AMTA.

[www.maritimeboating.ca](http://www.maritimeboating.ca)



**Discover Boating** is a public awareness effort managed by NMMA Canada on behalf of the Canadian recreational boating industry. Discover Boating programs focus on increasing participation and creating interest in recreational boating by demonstrating the benefits, affordability and accessibility of the boating lifestyle while helping to educate potential boaters and offering opportunities to experience the fun and togetherness of being on the water in a boat. Each year more than 6 million people in Canada enjoy boating, the recreational activity that "connects like no other." [www.discoverboating.ca](http://www.discoverboating.ca)



**The Halifax International Boat Show**, an event which takes place every February at Exhibition Park in Halifax. The Association contracts Master Promotions Ltd. to produce the show. In recent years this has been a very successful event, drawing exhibitors from the Atlantic Provinces and from as far away as Vancouver. It is the premier boat show in the region. The Show presents a live and interactive Seminar Series in the Prospect Room of Exhibition Park with exciting, educational and informative seminars on subjects of interest to boaters and the general public held each day of the boat show. AMTA hosts an exhibitor show reception and awards night for members and show exhibitors and the Discover Boating Booth; a place where non-boaters can find out about boating in a 'non sales' atmosphere. [www.halifaxboatshow.com](http://www.halifaxboatshow.com)



### Some AMTA Highlights of 2011

- Roll out of on-line boat licensing for dealers through Service New Brunswick.
- Successful 2011 Halifax International Boat Show.
- Reinstatement of manufacturer funding in to the Discover Boating Marketing Program .
- Introduction of the new Discover Boating Welcome to the Water Campaign.
- Hosting of Discover Boating Centres at Halifax International Boat Show in Nova Scotia, at Moncton Boat Show in New Brunswick and at the Lewisporte Marine Show, Newfoundland
- Commitment to the production of the Maritime Guide with Eclipse Media, and Advocate Media
- Working to have Marine Service Technician as a designated Trade in Nova Scotia

### Membership Benefits 2012: Members of the Atlantic Marine Trades Association receive:

- Information on issues facing the industry through regular Board of Directors and Committee meetings and through publication of an e-news letter.
- Annual General Meeting with topical key-note speaker
- Partnership in the Discover Boating initiative
- Discount on Premium listings in Boaters Marketplace at [www.discoverboating.ca](http://www.discoverboating.ca)
- Marine Directory listing at [www.boatinginatlanticcanada.com](http://www.boatinginatlanticcanada.com)
- Ownership of the Halifax International Boat Show.
- The benefit of a substantial discount for space rental at the Halifax International Boat Show
- Ownership of the Maritime Guide to Destinations and Marinas
- Discount on advertising in the Maritime Guide
- Representation on the Recreational Boating Advisory Council (RBAC) to the Transport Canada Marine Safety-Office of Boating Safety.
- Industry Training Opportunities through membership in ABYC (American Boat & Yacht Council) and a Memorandum of Understanding between AMTA and the NSBA (Nova Scotia Boatbuilders Association)
- VISA and MASTERCARD preferred rates
- Payable by Check, Visa & MasterCard 2012 Membership fee is \$325.00 plus 15% HST

The Atlantic Marine Trades Association

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