

COMMERCIAL MARINE EXPO



Powering Atlantic Marine Industries

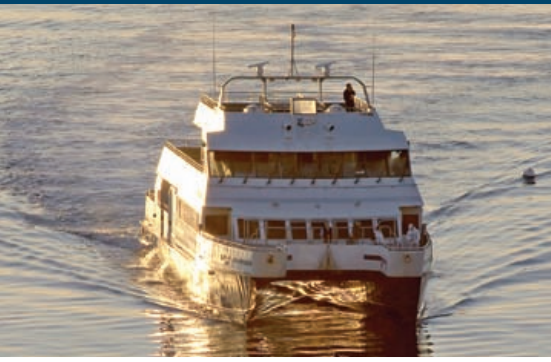
TUG/BARGE • SHIPYARD • FISHING • FIRE/POLICE/PORT SECURITY • PILOT • FERRY • SHIPPING • MILITARY

**Develop New Markets—Sell to
Commercial Marine and Fishing Buyers**

GROW YOUR BUSINESS AND PROFITS



JUNE 13-14, 2012 • STATE PIER • NEW BEDFORD, MA



REACH NEW ENGLAND COMMERCIAL MARINE & FISHING INDUSTRY BUYERS

Who Will Attend CME 2012?

- Fishing vessel owners and operators
- Commercial vessel owners and operators
- Tug/tow owners and operators
- Commercial fishermen
- Passenger vessel owners and operators
- Charter boat owners
- Fleet operators
- Shipyards and commercial boatbuilders
- Engineers, architects, designers
- Equipment manufacturers and distributors
- Port authorities and port engineers
- Harbormasters
- Boat yard operators
- Marine surveyors
- Military buyers
- Government officials
- Academics

North America's Only In-water Commercial Marine Expo

Commercial Marine Expo returns to the State Pier on the bustling New Bedford working waterfront with 50,000 sq. ft. of indoor exhibit space, 1,000 feet of deep-water pier-front, and plenty of outside exhibit and demo space.

CME 2012 will serve the entire spectrum of the commercial fishing, work boat, military, governmental, marine construction and shore-side service markets from New York to New Brunswick.

CME brings thousands of hard-to-reach buyers and sellers together in a unique, business-to-business environment. In just two days, you will meet with active buyers who are looking for the equipment, gear, and services your company sells. For many, CME is the only show they attend to see and purchase what's new in the industry—it's their most efficient, one-stop purchasing source.

Leave your suit and tie at home

The CME facility is no chrome-plated convention center. It's an honest, fully functional working pier in the heart of New England. New Bedford is perfect for displaying and operating gear, equipment, and boats...in the water, on the pier, in the exhibit halls.

The Port of New Bedford—the Perfect Home for CME 2012!

- Port Ranking:** #1 U.S. Port for Catch Value
- Landings:** 133.4 Million Pounds
- Landing Value:** \$306 Million
- Port Fleet Size:** 500 Commercial Fishing Vessels
- Commercial Cargo Landing Value:** \$70 Million
- Ferry Traffic:** 91,000 Passengers
- Cruise Ship Landings:** 16
- Port-based Barge Operations:** 4
- Commercial Marine-related Businesses:** 200
- Marine-industry Related Jobs:** 4,900





SELL DIRECTLY TO COMMERCIAL MARINE OPERATORS

In-water Boat Displays

CME is the only in-water commercial marine show. From RIBs to scallop boats, from tugs to security vessels, CME offers secure deep-water pier-face and floating dock exhibit space. All in-water boats will be highlighted in the *Show Directory and Buyers' Guide*, and featured in show promotional efforts.

Reduced Freight, Drayage and Labor Rates, Plus Low Fixed Rates for Display Equipment

CME has led the industry in reducing freight and drayage costs. It's simple: we want exhibitors to bring more product, equipment, and machinery, so we've slashed freight costs. Our general rates are as low as \$12/cwt. for display equipment. Plus, we've added remarkably low flat-rates for engines, transmissions, and machinery delivered direct to the facility. Based on weight, each piece will be moved in and out for just:

- Less than 2,000 lbs.: \$200
- 2,001—5,000 lbs.: \$300
- 5,001—10,000 lbs.: \$400
- Over 10,000 lbs.: \$600

Expanded Attendee Marketing Campaign

Because of the savings our facility affords, we're doubling our marketing investment and effort to reach out to qualified buyers in each of the commercial marine segments—with a target of 1.5 million pre-show impressions. We'll work closely with exhibitors and regional associations to identify and invite key buyers from all segments. An aggressive marketing campaign will include direct mail and e-mail programs, as well as display advertising placed in most national and local trade publications, and local media. We'll generate excitement and enthusiasm, and fill the show with thousands of marine industry professionals.

Don't Wait to Select Your Exhibit Space

Exhibit space at CME 2010/New Bedford and CME 2011/Norfolk sold out long before the doors opened. Act today to make sure you get your first booth choice!

Commercial Marine Expo 2012 is the best opportunity to sell equipment and services throughout the Atlantic seaboard—from Florida to the Canadian Maritimes.

What will be exhibited at CME?

Anchors, Chains, Fittings	Hydraulics
Aquaculture	Ice-making Equipment
Batteries, Chargers, Inverters, Accessories	Insulation & Sound-proofing
Bearings	Interiors & Galley Equipment
Boatbuilding & Repairs	Knives
Buoys, Floats, Fenders	Lighting Supplies
Cleaning Systems	Lobster & Crab Traps, Gear, Supplies
Clothing, Boots, Gloves	Longlining Gear
Communications	Machinery & Equipment
Consultants	Marine Associations
Control Systems	Monitoring & Alarm Systems
Cordage	Naval Architects
Cranes	Navigation Aids
Deck Gear	Oil Spill Control Equipment
Deck Machinery	Paints & Coatings
Doors & Windows	Permit & Vessel Brokers
Electrical Equipment	Processing, Packaging, Handling
Electronics	Propellers & Nozzles
Engine Rebuilding & Repair	Publications
Engines, Auxiliary & Propulsion	Pumps & Accessories
Environmental Services	Refrigeration & Freezing
Filters	Safety & Survival Gear
Filtration & Separation Systems	Sanitation
Financial & Insurance Services	Seafood Processing Equipment
Fisheries Management & Habitat	Services & Supplies
Fishing Gear	Surveyors
Flotation Suits	Training & Education
Foul Weather Gear	Transmissions
Fuel & Lubricants	Transportation
Generator Sets	Trolling Gear
Gillnetting Supplies	Watermakers
Government Agencies	Winches & Windlasses
Heat Exchangers	Wire Rope
Hoses & Fittings	

CME 2010/New Bedford Segment Categories

34.5% COMMERCIAL FISHING/PROCESSING

26.3% COMMERCIAL MARINE/MILITARY OPERATORS

15.4% SUPPORT SERVICES

10.3% OEM

7.0% VESSEL BUILDING AND REPAIR

3.3% PORT OPERATIONS

3.2% PRESS/VIP/OTHER

CME 2010/New Bedford Job Titles

22.1% PRESIDENT/OWNER/CEO

19.8% MANAGER/OWNER/SUPERVISOR

16.4% SELF EMPLOYED

15.4% CAPTAIN/OFFICER/DIRECTOR

5% VICE PRESIDENT/COO

2.2% PURCHASING MANAGER/AGENT

1.4% ENGINEER

14.7% CREW

1.1% CONSULTANT

1% SCIENTIST/RESEARCHER

.7% EDUCATOR

.3% PRESS



JUNE 13-14, 2012

State Pier • New Bedford, MA

HOURS: Wednesday, 10 a.m.–6 p.m.
Thursday, 10 a.m.–5 p.m.

Commercial Marine Expo is produced by Highliner Events, LLC © 2011, all rights reserved. Commercial Marine Expo and Fish Expo Atlantic are trademarks of Highliner Events, LLC.

For exhibiting information
and space reservations,
please contact:

Jay Perrotta
jperrotta@HighlinerEvents.com

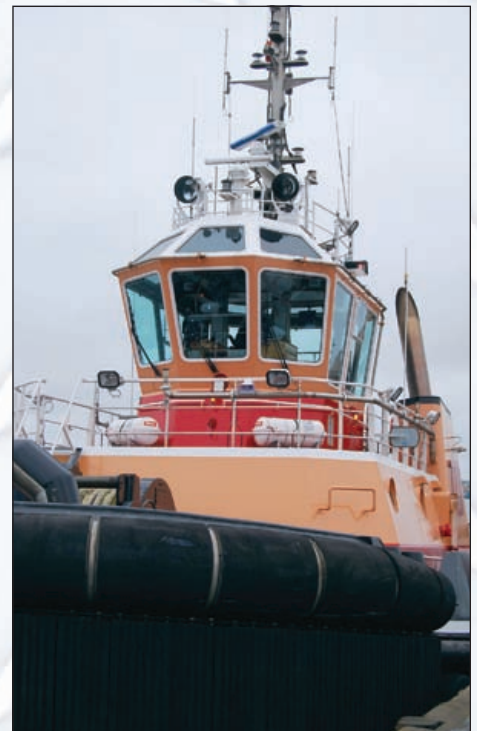
Ted Hugger
thugger@HighlinerEvents.com

HIGHLINER EVENTS, LLC
231 Front Street, Suite One
South Portland, ME 04106
Tel: 207-799-1356
Fax: 207-799-1762

CME: A REGIONAL EVENT WITH NATIONAL REACH

CME 2010 attendees traveled
from 32 states and territories
and three countries.

Alabama	New Hampshire
Arkansas	New Jersey
California	New York
Canada	Ohio
Connecticut	Oklahoma
Delaware	Pennsylvania
Florida	Rhode Island
Georgia	South Carolina
Hawaii	Tennessee
Illinois	Texas
Louisiana	United Kingdom
Maine	Vermont
Maryland	Virgin Islands
Massachusetts	Virginia
Michigan	Washington
Minnesota	Washington, DC
Missouri	West Virginia



**Reserve your
exhibit space today!**

**If this is your marketplace, you
must exhibit at CME 2012—
there is no better, more cost-
effective sales opportunity.**