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**32<sup>ND</sup> ANNUAL CHARLESTON BOAT SHOW SEES A 42% INCREASE IN ATTENDANCE;  
BUYER ATTITUDE POSITIVE**

More than 11,000 people attended this year's **Charleston Boat Show**, sponsored by **Mercury Marine** held at the Charleston Convention Center, January 27-29. Producers of the event reported a 42% increase in attendance over last year's show.

"The Show was a great success and attendance was up significantly, with the dealers reporting sales of more than 127 boats and receiving very strong leads. The feedback has been overwhelmingly positive," stated Debbie Taylor, Show Manager for JBM & Associates.

Exhibitors noticed the boost in attendance and were very pleased with both the quantity and the quality of this year's attendees. "The show was a great success from our stand point. We sold 17 boats from 17 feet to 45 feet. There were quality buyers on site taking advantage of some great factory promotions that you can only get at the show," said Jim McClellan, Sea Ray-Scout of Charleston

Craig Freeman, Sales Manager/Partner of Barrier Island Marine stated "The team at Barrier Island Marine is very pleased with the 2012 Charleston Boat Show. We had our best show in our company history. Attendance was up but more importantly everyone we talked to had a positive attitude. The boating lifestyle is alive and well in the lowcountry."

"The Charleston Boat Show has always been a strong show. We believe there was a lot of pent up demand over the past couple of years and people were ready to get back on the water and enjoy the boating lifestyle. It is Charleston after all," said JBM & Associates President, Jacqui Bomar.

The Charleston Boat Show is hosted annually by the Tri County Marine Trade Association. The Show is produced by JBM & Associates and sponsored by Mercury Marine, Allstate Insurance and Stage Presence Event Rentals.

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**About JBM:**

JBM & Associates is an event management and marketing firm with a focus on consumer show management. JBM produces The Charleston Boat Show, the Savannah Boat & Outdoor Show, the Upstate Women's Show, the Spice of Life Food & Fitness Fest and the Columbia Women's Show. For more information please visit, [www.JBMSHOWS.com](http://www.JBMSHOWS.com)