

NSBA Membership Benefits	Gold	Silver	Gold Assoc	Silver Assoc
Print Advertising in boat magazines	•	•	•	•
Directory Listing	1 pg.	1/2 pg.	1 pg.	1/3 pg.
Promo Video	•			
Website - link or logo on NSBA home page	•		•	
Website - link		•		•
Regular sales leads	•			
ABYC courses	•	•	•	•
20% NSIWBS exhibitor discount	•	•		
Discount from Fairway Insurance	10%	5%		
Logo incl. on NSIWBS banners			•	
\$1.5m prototype boat loan	•			
Enhanced technical advice (onsite visit)	•			
Cover story / ad in newsletter	•		•	
Eligible for election to NSBA Board	•	•	•	•

What our members are saying about NSBA

Don't take our word for it! Your fellow boatbuilders have this to say about membership in NSBA:

"We are building a 55' pleasure boat for a customer in Pennsylvania from an NSBA referral."
Neil LeBlanc, LeBlanc Brothers Boatbuilders

"Once again the NSBA is there for us - together we stand". (regarding the Halifax fireboat issue)
Dave Canning, YachtSmiths International.

"NSBA membership gives me the most cost-effective advertising I can get - and it reaches a global market".

Jason Landry, Bay Boats Ltd.

"The extent to which (Tim Edwards) is personally available for guidance and advice affords us a measure of security and satisfaction...we have noticed a direct relationship between the benefits we feel from membership to the amount of time and effort we spend in working directly with NSBA staff."

Stephen Goreham, Goreham's Marine

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Nova Scotia Boatbuilders Association



**NSBA Membership ...
...what it can do for you.**



Nova Scotia Boatbuilders Association

Tel: 902-423-2378
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Who we are

The Nova Scotia Boatbuilders Association (NSBA) was established in 1998 by a small group of leading boatbuilders who shared a common vision of growing and diversifying the industry. From a modest beginning, the association has grown to include over 40 boatbuilding companies and a similar number of businesses supplying goods and services to the industry.

Our job is to create and foster an environment that promotes **profitable and sustained export - oriented business growth** for our members.

To do this, NSBA's professional staff make sure that our members receive **technical advice**; get the latest information on **regulations affecting boatbuilders**; get guidance on **promoting and marketing** their boats; and can take advantage of a **network of suppliers** across North America.



NSBA's Apprenticeship Program is helping train a new generation of skilled boatbuilders.

Any boatbuilder in the Maritimes can apply to become an NSBA Member while suppliers are eligible for Associate Membership. There are two membership levels: Gold and Silver, and benefits vary depending on the level - see the table in this pamphlet for more details on the benefits associated with each level.

What we do for our Members

We have established the world's only boat show dedicated to boats built in the Maritimes - the Nova Scotia In-Water Boat Show (NSIWBS). Presented as part of the Mahone Bay Classic Boat Festival,



NSBA workshop on Marketing

the NSIWBS is your best chance to showcase your boat - whether it's a workboat or pleasure boat - to potential buyers from across North America. **NSBA members receive a 20% discount on their exhibit fees for the NSIWBS.**

To promote the show - and our industry in general - NSBA runs **50 print ads each year** in the US and Canada. We maintain a website; each member has their own page, and **Gold Members & Associate Members are featured on the home page.** Our website averages 3800 visitors per month, and is the number one result on Google when "boatbuilder" is searched.

We exhibit at between **6 and 8 boat shows** each year, in Canada and the US. We distribute **4000 copies of our yearly member directory** to qualified buyers at these shows.

We work with the **American Boat & Yacht Council (ABYC)** to bring at least one training course per year to Halifax. We also set up **workshops** on marketing and technical issues based on member requests.

Our staff can advise you on financing and funding programs from the federal and provincial governments, including Nova Scotia's **\$1.5m Prototype Boat Loan Facility** for NSBA Gold Members.

Any of our members & associate members are welcome to volunteer on our Committees responsible for **Training & Certification, Regs & Standards, R&D, and Marketing.** The Committees make recommendations to our annually-elected **Board of Directors**, who guide the business of the NSBA.

Why join the NSBA?

Our members enjoy the support of strong industry association. We provide advocacy with all levels of government, promote our members in markets across North America, offer technical support and business advice, and administer the **Boat Builder Apprenticeship Program** to bring a new generation of skilled boatbuilders to the industry.

We can help you grow your business in the face of changing markets.

We look forward to helping you. Send in your application form **today.**



NSBA's trade show booth, Moncton 2008

