



FOR IMMEDIATE RELEASE

Soundings Trade Only and IBEX Introduce the Marine Ideas Exchange (MIX) Event: A Morning of Insight, Innovation & Impact

July 15, 2025 – Chattanooga, TN — The Soundings Trade Only Group, in partnership with the International BoatBuilders' Exhibition & Conference (IBEX), is pleased to unveil the **Marine Ideas Exchange (MIX)** — an exclusive live event where bold ideas and real-world solutions converge to shape the future of the marine industry.

Held on **Wednesday, October 8, 2025, from 7:30 to 10:00 AM EST** at the **Tampa Convention Center**, MIX will bring together some of the industry's most visionary leaders for a powerful morning of curated learning and connection. Open to all IBEX attendees and exhibitors, this special event is designed to spark inspiration and drive meaningful outcomes for marine professionals across all sectors.

The program will kick off with a thought-provoking keynote conversation featuring Bill Yeargin, CEO of Correct Craft. Yeargin will offer his perspective on leadership, culture, innovation, and the evolving state of the marine industry.

After the keynote, attendees will have the opportunity to attend two rounds of dynamic **35-minute forums**, comprising presentations and panel discussions led by renowned industry leaders and innovators in adjacent theaters. Topics will span leadership, branding, marketing, technology, and workplace culture — all tailored to offer timely, practical insights that professionals can apply immediately.

Between sessions, attendees will enjoy curated 15-minute networking breaks in the **MIX Sensory Lounge** — a welcoming space designed to encourage creative thinking and connection.

“MIX is about sharing forward-thinking ideas that ignite possibility,” said Michele J. Goldsmith, Vice President, and General Manager of the Soundings Trade Only Group. “Industry leaders will take the stage not just as speakers, but as catalysts, offering tools, ideas, and real-world perspectives to help companies grow, evolve, and lead with impact.”

“MIX rounds out our program in a powerful way. It is high-energy, fast-paced, and a great way to kickstart the second day of IBEX. Ideal for anyone in the industry who wants to better understand the challenges we are facing and learn from those who have faced them head-on. This event is about real conversations, honest insights, and actionable takeaways that can help professionals at every level think differently and lead more effectively,” said Mary Velline, Show Director of IBEX.

To learn more and purchase your ticket to the Marine Ideas Exchange (MIX), click [HERE](#). Speaker and session details will be announced in early August.

The MIX Event title sponsor is Correct Craft, and it is also sponsored by Garmin, West Marine, Winnebago Industries, Lippert, Raymarine, and Kanberra.

The International Boat Builders' Exhibition & Conference (IBEX)

IBEX, The International Boat Builders' Exhibition & Conference is North America's largest technical trade event for marine industry professionals. IBEX is owned and produced by the National Marine Manufacturers Association (www.nmma.org) and RAI Amsterdam (www.rai.nl). IBEX will take place at the Tampa Convention Center, October 7 – 9, 2025, in Tampa, FL USA.

As an industry trade event for professionals working in the recreational marine industry, IBEX offers its attendees over 700+ exhibits in the exhibit halls, outdoor display space, and on the IBEX Docks. It also offers unparalleled training and education from industry experts and associations. It provides a targeted audience for marine industry OEM and suppliers, aftermarket manufacturers, and service providers. For more information, please visit www.IBEXshow.com.

The Soundings Trade Only Group

The Soundings Trade Only Group is the leading marine business-to-business multi-media brand, delivering the latest business intelligence, trend analysis, and market insights, designed to reflect, inform, and inspire the marine industry. With a monthly print publication, and a robust suite of digital platforms including a daily e-newsletter, web and social media sites, and industry events, the Soundings Trade Only Group provides timely, trusted coverage of marine business trends, products, statistics, and strategic developments. The Soundings Trade Only Group is part of Firecrown Media, a global media platform for affluent enthusiasts and includes both consumer and trade marine titles. For more information, about the Soundings Trade Only Group, please visit www.tradeonlytoday.com, for your free subscription please visit www.tradeonlytoday.com/subscribe.

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markets, Firecrown goes beyond traditional media. Its business encompasses e-commerce, finance, and real estate, all tailored to the communities engaged by its media outlets. Serving more than 24 million U.S. households classified as affluent enthusiasts, these consumers have considerable disposable income and are keen to invest in their passions and adventures. Firecrown is headquartered in Chattanooga, Tennessee.

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