

## **ARI partners with NMMA, signs on as presenting sponsor of Dealer Connections**

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NMMA is pleased to announce ARI will be the presenting sponsor of Dealer Connections at the 2011 Miami international Boat Show and Strictly Sail Miami, a new initiative created to bring dealers and manufacturers together to forge new relationships and build business.

"Given ARI's extensive expertise in connecting dealers and manufacturers, partnering with them for Dealer Connections creates obvious synergies and is a natural fit for Dealer Connections," notes Carl Blackwell, chief marketing officer for NMMA. "We're thrilled ARI is onboard for this fast growing dealer/manufacturer networking and business-building event."

Dealer Connections, an exclusive opportunity from NMMA and ARI, brings manufacturers looking for new dealers together with dealers looking for new lines of boats. Top decision makers from the world's leading brands and dealers throughout the world can schedule meetings with new easy-to-use appointment software.

"At ARI, we believe that tools designed to sell more inventory and increase customer retention shouldn't be an option. ARI is focused on leveraging the rich industry experience of our talented team and our powerful partnerships to drive growth and better serve our customers," said Cheryl Pabich, director of marketing at ARI. "This partnership with the NMMA reflects our ongoing commitment to deliver state-of-the-art technology solutions designed to specifically support the marine industry."

There is still time for manufacturers to participate and those interested should contact NMMA's Cathy Rick-Joule at 954-441-3231 or at [crick-joule@nmma.org](mailto:crick-joule@nmma.org) to sign up in time to schedule appointments with dealers during the Miami International Boat Show & Strictly Sail Dealer Connections.

## **Register now for Dealer Connections Powered by ARI at the Miami International Boat Show & Strictly Sail**

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Registration is officially open for manufacturers looking to participate in the highly anticipated [Dealer Connections Powered by ARI](#).

Over 100 dealerships have already registered to participate in the Dealer Connections program taking place at the Miami International Boat Show & Strictly Sail. Manufacturers can meet with dealers looking for new lines of boats with no additional cost. Your product is already displayed and your personnel are already attending. Use this opportunity to expand your business by expanding your distribution.

The 2011 Miami International Boat Show & Strictly Sail takes place Feb. 17-21. For more information, visit [www.MiamiBoatShow.com](http://www.MiamiBoatShow.com).

[Click here](#) to learn more about Dealer Connections Powered by ARI.