

Press Release

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ABYA gets behind the Yacht Brokers Village at the Sail, Power & Watersports Show

ABYA (Association of Brokers & Yacht Agents) has teamed up with www.yachtworld.com to create the Yacht Brokers Village, being launched at the Sail, Power & Watersports Show, Earls Court, from 26th-30th November 2008.

This new initiative comes in response to demand from professional yacht brokers and boat dealers to find a cost-effective way to display brokerage listings and stock boats at boat shows. This innovative idea will represent an unrivaled opportunity for visitors to see up-to-date information on a huge selection of pre-owned boats.

Each ABYA broker, visible by the Association's well known logo, can display up to 24 boat listings mounted in a high quality professional display. The Yacht Brokers Village will also feature hospitality areas where customers can discuss their requirements with brokers on the stand.

As part of this pioneering joint venture, ABYA Chief Executive Jane Gentry will also be available to give her expert advice and guidance to both brokers and visitors to the stand.

For more information about ABYA visit www.abya.co.uk.

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Issued on behalf of ABYA by Next Step Marketing

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Notes to Editors

ABYA is a recognised association for professional boat brokers and dealers, with both UK and European members. The Association runs a brokerage training course for potential members and also provides regular intensive courses for existing members.