

# Why should you join Sail America?

## What is Sail America?

Sail America exists to promote the health and growth of the Sailing Industry and its stakeholders. We will do so by promoting the enrichment of their businesses, broadening the education of their members, and creating opportunities for networking.

## Who are Sail America's members?

Sail America is a trade association for companies that provide sailing-related products and services. Members include Beneteau, Jeanneau, Catalina, JBoats, Moorings, SailTime, Harken, Spinlock and Ronstan. A link to our membership list is [here](#).

## What does Sail America do?

- Creates and promotes professional development and networking opportunities between and among members.
- Serves as a clear, active voice within the boating industry, fostering collaboration, engagement, and communication.

# Great, but specifically, what can Sail America do to help my business?

## Network and learn at Sail America's Industry Conference (SAIC):

One of the most important reasons for being part of a trade group is the opportunity to network and learn with and from peers. Sail America will be the industry leader in creating these opportunities for its members by offering professional development and networking opportunities, and SAIC is one of the most important networking and learning events of the year.

## Join Sail America's Online Conversation:

Can't make a face-to-face event? Join us online for regular forums, webinars and video lunch breaks to network and discuss key industry issues. These facilitated events take on difficult issues that the industry wants to discuss such as insurance, financing, growing participation and everyone's favorite topic, boat shows. We also offer webinars that engage content experts to deliver pertinent and timely information.

## Access Key Data and Industry Trends:

We are the only industry trade group that collects and gives information about the sailing industry's outlook including:

- Economic confidence
- Business confidence
- Changes in revenue from year to year
- Financing
- Industry challenges



## Discounts for Pacific Sail and Power Boat Show (PBS) in San Francisco:

This show is destined to become the largest in water sailboat collection on the West coast and Sail America members are eligible for vendor discounts through our partnership with the California Yacht Brokers Association.



## Be Part of the Industry's Leadership and Voice:

The Sail America Board represents some of the biggest brands—Beneteau, Yanmar, Catalina, Moorings, Spinlock, SailTime and Bonnier Group to name a few—as well as industry partners including U.S. Sailing, NMMA, YBAA, and ASA. This gives the organization a substantial “voice” in the industry.

This includes:

- Sail America holds a seat on the NMMA board and its boat show committee, giving its members a direct voice into broader industry discussions about key issues such as Discover Boating and the Miami and St. Petersburg Boat shows.
- Deliver leadership events, such as the industry breakfast at the Annapolis “Best in Show” exhibit awards.
- Attend key industry events such as the America Boating Congress to represent the membership.



Sail America

*I struggled to fit the SAIC into my schedule but was happy that I did. The combined value of the content and the networking made it worthwhile. There is a certain magic to getting away from the office and thinking about some of the bigger issues that surround our industry, my business and even the way I do my own job. Throughout the conference, I kept coming up with specific people and companies who would have gotten a lot out of the event. Of course, the bigger the event gets, the better the networking and the more resources Sail America has to create a broad and dynamic agenda.*

- Scot West, Managing Director, Ronstan International

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