



ASSOCIATION OF YACHT SALES PROFESSIONALS

YBAA – Yacht Brokers Association of America - Boat Manufacturer and OEM Partners Form

YBAA's **MFR/OEM Partners** program offers a unique opportunity for yacht/boat manufacturers (MFRs) and original equipment manufacturers (OEMs) to connect directly with yacht sales professionals in powerful new ways.

As a MFR/OEM Partner, invited companies will commit one or more technical experts to offer information and advice to YBAA members and CPYB certified brokers. Participating companies will benefit by:

1. Being listed on the industry experts section of the new YBAA web site,
2. Sharing their expertise and know-how about their products, features and uses with yacht sales professionals,
3. Offering the latest technical information and product updates,
4. Promoting their company's products and services in a unique and targeted manner, and
5. Engaging in two-way communications with yacht sales professionals regarding market information and marketing data.

A key benefit of the MFR/OEM Partners program is to ensure that the partners' brand and products are being represented accurately, with factual information and in the best possible light by the yacht sales community.

By submitting this application, the applicant gives permission for YBAA and the CPYB program to list your company as a MFR or OEM Partner on the YBAA and CPYB web site and any membership or business services directory published by YBAA. In addition, the applicant agrees to support the efforts of YBAA and the CPYB program to promote professionalism among yacht sales professionals through education, training and through recognition of the YBAA and CPYB Code of Ethics & Business Practices.

Participation is complementary. For more information or questions, contact the YBAA office at 1-410-940-6345 or via email to vpetrella@ybaa.com.

Referred by: _____ Company: _____

Company Name: _____ Website: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Technical Contact: _____ Phone: _____ Email: _____

Marketing Contact: _____ Phone: _____ Email: _____

Category (for listing on web site) Manufacturer Power Manufacturer Sail OEM Power OEM Sail

Products and Services: _____
