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**SAIL AMERICA ANNOUNCES B&G AS TITLE SPONSOR FOR INDUSTRY CONFERENCE**

*Event to be held May 31 to June 2, 2017 at Milwaukee Marriott in Milwaukee, WI*

**Warren, RI:** Sail America is honored to announce that B&G has been named as the title sponsor for the 2017 edition of its biennial industry conference.

“Sail America serves as an exceptional ambassador for the sailing industry, and it was our belief that being a leader at their conference not only supports their efforts, but shows the world how important we feel it is to be a key voice in the continual growth of our industry,” says Louis Chemi of B&G.

The Sail America Industry Conference Presented by B&G will be held May 31 - June 2, 2017 at the Milwaukee Marriott in Milwaukee, WI. This three-day event is specifically geared toward sailing industry professionals, and will feature a pre-conference regatta at the Milwaukee Community Sailing Center, educational seminars, workshops, and networking events. The conference brings industry leaders together to identify, address, and resolve some of the many challenges in running our businesses every day.

To learn more about the conference, visit [SailAmerica.com](http://www.sailamerica.com).

# **About Sail America**:

Sail America is the trade association for the US sailing industry and plays a vital role for all companies that are involved in providing sailing-related products and services. Sail America provides much-needed leadership and a unified voice for the sailing industry. Established in 1990 by members of the sailing industry, Sail America now has over 200 members representing all segments of the sailing market. Sail America's mission is to promote the health and growth of SAILING.

**About B&G:**

B&G has been at the cutting edge of sailing innovation for over 50 years. Whether sailing for fun or a serious contender on the racing circuit, B&G combines precision marine electronics with unrivalled sailing heritage to inspire every journey. B&G technology masterminds the victories of Volvo Ocean Race winners and America’s Cup contenders, and gives confidence and peace of mind to day cruisers.

From advanced, bespoke sailing instrumentation to chartplotters and radar, B&G gives sailors the fullest picture, no matter what their on water activity. Beyond every cruise and success, it strives to push the boundaries in sailing innovation, strenuously pioneering change to make sailing relaxing, safe and inspirational.