

# 2018

## SPONSORSHIP & ADVERTISING OPPORTUNITIES



# PALM BEACH INTERNATIONAL BOAT SHOW

**informa**  
exhibitions

# SHOW OVERVIEW

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The Palm Beach International Boat Show will be held on March 22 - 25, 2018 at the West Palm Beach waterfront along Flagler Drive. Featuring more than 500 new and brokerage boats and accessories from the world's leading marine manufacturers. The show attracts nearly 50,000 attendees from all over the country, as well as internationally.



# A QUALIFIED GLOBAL AUDIENCE

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A South Florida yachting destination and home to many of the top wealthiest multimillionaires and billionaires across the country.

According to post-show surveys,

- 80% are USA residents and 20% are International.
- Over 45% have a waterfront residence.
- The town has earned the No. 4 ranking on a Forbes.com list of “America’s Millionaire Capitals,” which was compiled from personal income-tax statistics for 20 geographic areas.
- Palm Beach county is the 4th wealthiest city in Florida
- More than 30 of the world’s billionaires live in Palm Beach County
- 50% of attendees are in the process or considering a boat purchase within 12 months.
- When asked if they would attend again, 94% said YES!

## GLOBAL MEDIA COVERAGE

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### MARINE • LUXURY • LIFESTYLE

The media behind the Palm Beach International Boat Show is promoted and covered by the show itself, exhibitors, and recognized media houses from around the world. Social Media for the show is very important to us and we have taken all the necessary steps to increase our efforts. We also have a large digital presence through not only online advertisements but also editorial coverage from around the world.

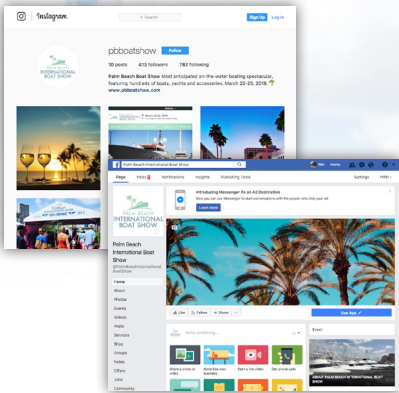
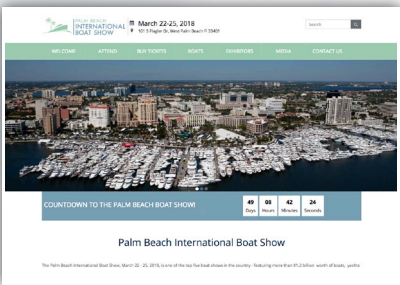
- Over 100 million impressions across various media partners.
- Local TV, Cable, and Radio with key morning and evening schedules.
- Billboards and Newspapers across Miami, Broward and the Keys.
- National news and luxury publication advertising.
- Digital ads, social media, re-targeting and search word campaigns.
- Extensive direct mail to USA boat owners and custom invitation packages through exhibitor dealers, marinas and yacht service yards in various countries.

# TARGETED COMMUNICATIONS

## PRE SHOW

### PBBOATSHOW.COM

Dedicated website with 500k+ unique users.

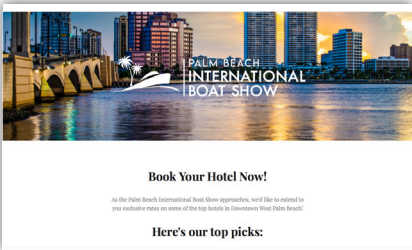


**SOCIAL MEDIA**  
Revamped social media platforms with organic content on boat show updates and boat debuts.



### DIRECT MAILER

40,000 invites mailed to boat owners and key demographic areas and past show attendees



### E-MAIL NEWSLETTERS

6-8 show newsletters sent to our opt-in database of over 18,000

## ON SHOW SITE

### THE OFFICIAL SHOW PROGRAM AND POCKET MAP

Available at information desks and entrances of the show.  
See A LA Cart menu for advertising options and pricing.



# SPONSORSHIP LEVELS

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## PLATINUM LEVEL: \$75,000+

- Logo placed in TV, print, direct mail and email campaigns, primary and entrance totems, entrance fence banners, 2 page spread in official show program, 50 comp tickets.

## GOLD LEVEL: \$50,000 - \$75,000

- Logo placed in print, email and entrance totems, entrance banners, full page ad in official show program, 50 comp tickets.

## SILVER LEVEL: \$20,000 - \$45,000

- Logo placed in email, entrance fence banners, half page ad in official show program, 50 comp tickets.

# SPONSORSHIP OPPORTUNITIES

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## WIFI SPONSORSHIP: \$60,000

- Customizable Login
  - Facebook, Google, Instagram, Twitter, LinkedIn, Email & SMS
  - 15 Second Overlay Video
  - Redirect to Sponsor website or microsite with a click or view to completion
- Splash Page Co-Branded w/FLIBS (FLIBS owned page)
- Customizable Campaign Features
- Branded e-mail sent to guest 1 minute after their first login in with clickable/lined image or content
- Branded e-mail sent to guest 24hrs after their first login in with clickable/lined image or content
- Branded e-mail sent to guest 7 days after their first login in with clickable/lined image or content
- Guest Data List of User Data – Not for resale or shared with 3rd parties
- Includes platinum level benefits

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## REGISTRATION/TICKETING SPONSORSHIP: \$30,000

- Branding opportunities
  - Logo on credentials
  - Logo on tickets
  - Logo on ticketing website header
  - Lanyards
  - Branding on all water bottles given out or sold throughout the boat show
  - Includes gold Level benefits
  - "Will Call presented by" on Will Call tents - \$25,000 extra

# SPONSORSHIP OPPORTUNITIES

## TEST DRIVE EXPERIENCE SPONSORSHIP: \$30,000

- Auto brand can display cars at the south entrance of the show
- Display area to be designed by company with tent and signage
- Ability to drive cars in and out easily during show hours.
- Logo in email campaign
- Logo on entrance signage
- Half page ad in Show program
- 50 comp tickets
- Includes Silver Level benefits

**SOLD**

## MAP SPONSORSHIP: \$20,000

- Logo on all maps – excluding transportation map
- Branding of 1 side of the pocket maps (20,000 units)
- Logo on 'You Are Here' maps located throughout the show (10-20 maps)
- Includes silver level benefits



## A LA CART/GIFTING OPPORTUNITIES:

- Exhibitor bags - \$1500 to add product or literature into bag (550 total)
- Dedicated emails to either exhibitor or attendee list – Limit 2 per list - \$5000
- Program ad – full page \$3700
- Post Show Mailer - \$2000
- Website Sliders – in rotation of 5 sliders - \$5000 (Limited)

# BRANDING OPPORTUNITIES

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## COCKTAIL BARGE BRANDING: **\$30,000**

- Logo on front tents
- Exclusivity in product Category
- Opportunity to provide product to the VIP lounge
- Opportunity to provide branded cups, napkins, caddies and bar mats
- Opportunity to provide tasting activation
- Includes silver level benefits

*\*For beverage companies only*



## PRODUCT CATEGORY EXCLUSIVITY: **\$20,000**

- Product to be the only beverage of category sold throughout the show
  - 2 main bars and satellite bars from rum & tequila
- Opportunity to provide product to the VIP
- Opportunity to host a tasting hour inside a cocktail barge
- Opportunity to showcase signature cocktails at cocktail barge
- Includes silver level benefits

*\*For beverage companies only*

## SHOW WRISTBANDS: **\$10,000**

Wristbands are provided to all show guests

### **WRISTBAND SPONSORSHIP INCLUDES:**

- Sponsor logo printed on **60,000** wristbands
- Wristbands handed out at main entrances to attendees.
- Sponsor receives complimentary show credentials for staff (10)



# EVENT & VIP SPONSORSHIP OPPORTUNITIES

## VIP CLUB EXPERIENCE: **\$25,000**

The VIP Lounge Experience – the lounge will be centrally located in a fixed building at the Palm Beach show. There will be open bar, lunch and afternoon bites as well as private bathrooms and outdoor seating. There are only 2 sponsorships available for the VIP lounge.

### **Benefits include:**

- Dedicated branded lounge space inside the VIP
- 40 VIP passes – passes include show entry and VIP lounge access
- Logo on VIP section of PBBoatShow.com
- Logo on VIP pamphlet
- Logo on VIP program advertisement
- Inclusion in VIP email blast to ticket holders
- Exclusion in business category
- 4 VIP credentials for each day (includes show access, VIP Lounge)
- List of all in lounge who accessed the show's free wifi.

