



# PALM BEACH INTERNATIONAL BOAT SHOW

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## SPONSORSHIPS 2024-2025

 101 S Flagler Dr, West Palm Beach, FL 33401

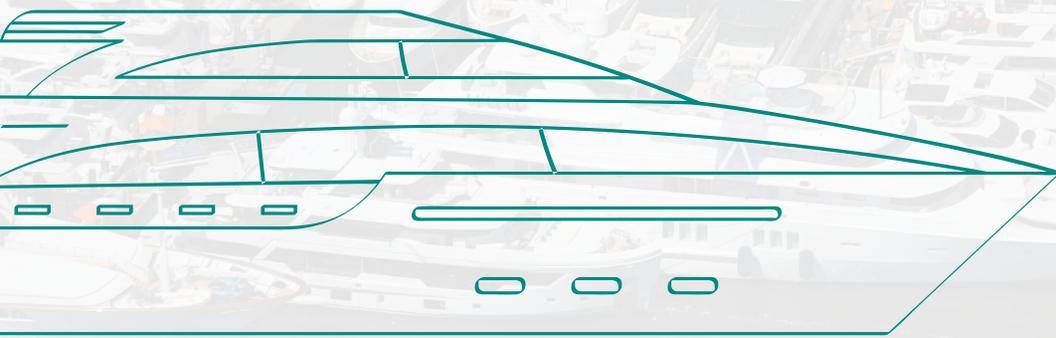


# SHOW OVERVIEW

## Who we are

This dynamic event located in the Palm Beach community of South Florida has fueled the boating and marine industry since 1982. With a statewide economic impact of over **\$1.05B** and **\$725M** in total sales directly related to the show (2022), the event succeeded in connecting over **55,000** visitors with the latest advancements in the boating lifestyle.

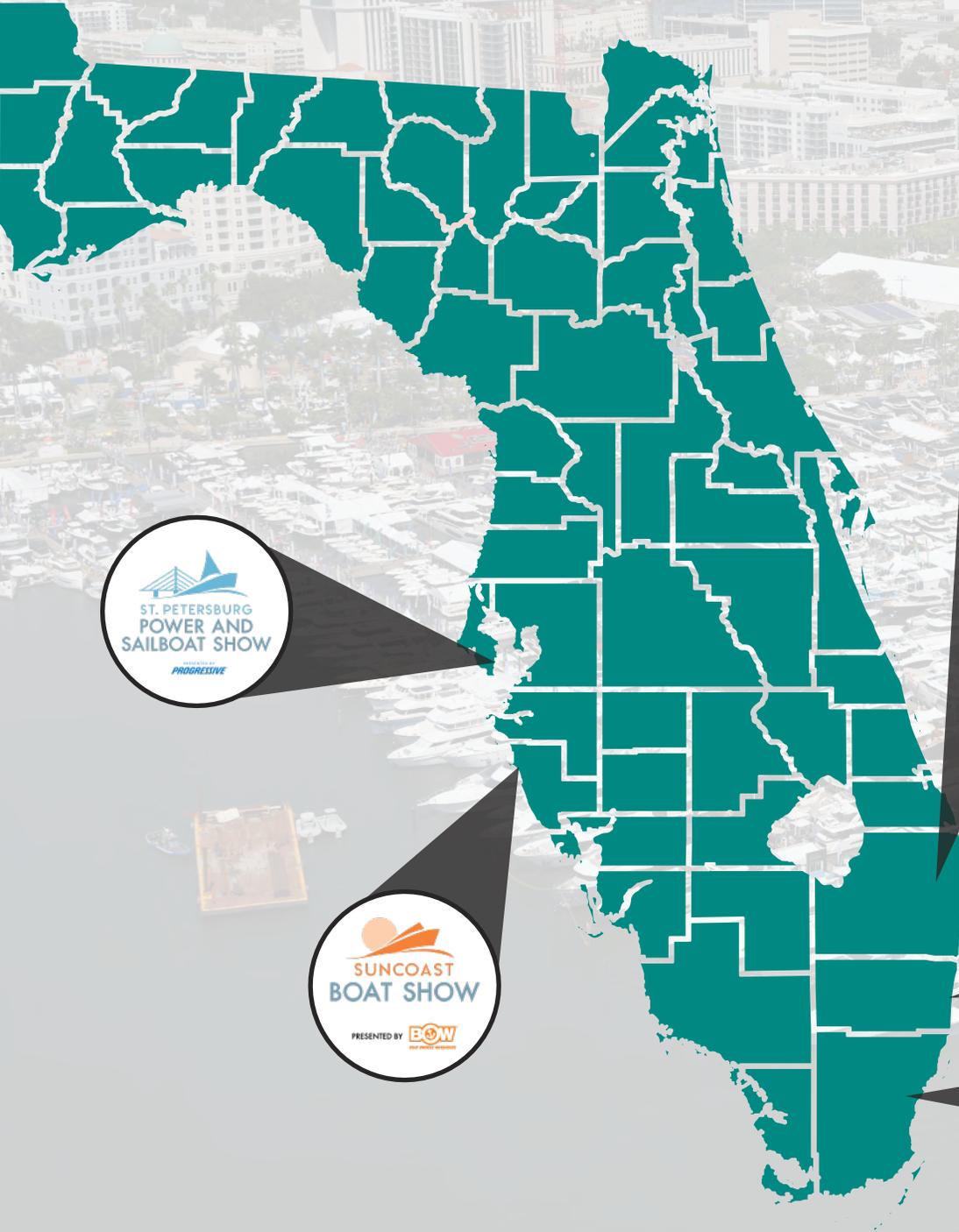
The Marine Industries Association of Palm Beach County and Informa Markets are proud to continue presenting this event + invite you to be a part of this luxurious experience.



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# PORTFOLIO OVERVIEW



**SHOW SCHEDULE**

Day	Time
Thurs. March 23	12pm - 7pm
Fri. March 24	10am - 7pm
Sat. March 25	10am - 7pm
Sun. March 26	10am - 5pm

**TROLLEY SCHEDULE**

Day	Time
Thurs. March 23	11am - 8pm
Fri. March 24	9am - 8pm
Sat. March 25	9am - 8pm
Sun. March 26	9am - 6pm

**BOOTH & DISPLAYS:**

- LAND DISPLAYS: 232-463, 922-974, 1000-1005, 1009-1016
- STREET BOOTHS: 1006-1009
- CLEARING TENT BOOTHS: 301-456, 401-413
- STREET BOOTHS: 778-779, 810-823, 912-922
- STREET BOOTHS: 800-808, 908-911
- LAND DISPLAYS: 1028-1023
- LAND DISPLAYS: 1024-1029
- STREET BOOTHS: 101-107
- LAND DISPLAYS: 1040-1044
- LAND DISPLAYS: 1046-1049
- LAND DISPLAYS: 1048-1056
- LAND DISPLAYS: 104-106
- LAND DISPLAYS: 1009-1123
- VERANDA FIELD BOOTHS: 301-307
- LAND DISPLAYS: 260-271
- VERANDA TENT BOOTHS: 301-306

**RAMPS:**

- SUPRS: 0100 - 0201
- SUPRS: 201-202
- SUPRS: 201-202
- SUPRS: 401-403
- SUPRS: 501-505
- SUPRS: 601-605
- SUPRS: 701-779
- SUPRS: 801-823
- SUPRS: 901-908
- SUPRS: 1001-1145
- SUPRS: 1101-1145
- SUPRS: 1201-1204

**PALM BEACH INTERNATIONAL BOAT SHOW**  
**MAR 21 - 24 • 2024 | MAR 20 - 23 • 2025**

# 2022 ECONOMIC IMPACT



**\$1.05B**

in economic output throughout the state of Florida through show purchases and expenditures



**\$725M**

in estimated sales by Florida companies



**55K+**

visitors, with **49%** from outside FL



*\*Next economic impact reporting to be taken for PBIBS 2024*

# PRESENTING TITLE SHOW SPONSOR (3 Year Agreement Term)

As a Title Sponsor for the Palm Beach International Boat Show, you will receive a custom-tailored package to best meet your defined objectives, needs, and wants.

## As the distinguished Presenting Title Sponsor, you will receive:

- Exclusive naming rights of the Palm Beach International Boat Show (Co-located Logo)
- Dedicated Space within the show
- Dedicated signage and branding across all official show signage
- Targeted social media and email marketing campaigns with analytics
- Registration and ticketing package, upon availability
- Highlights in every print/TV ad, press releases and additional media coverage (see chart)
- Integrated in the Ribbon Cutting Ceremony



*\*To inquire for more information and pricing please contact your direct Sales Representative*

The page features teal palm fronds in the corners, creating a tropical aesthetic. The main title is in a bold, teal, sans-serif font, underlined with a red bar.

# DIGITAL OPPORTUNITIES

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# EMAIL CAMPAIGNS

## DEDICATED EMAIL DURING SHOW WEEK | \$10,000

- (1) fully dedicated email

## DEDICATED EMAIL PRE OR POST SHOW | \$8,500

- (1) fully dedicated email

## FEATURED EMAIL MENTION | \$5,000

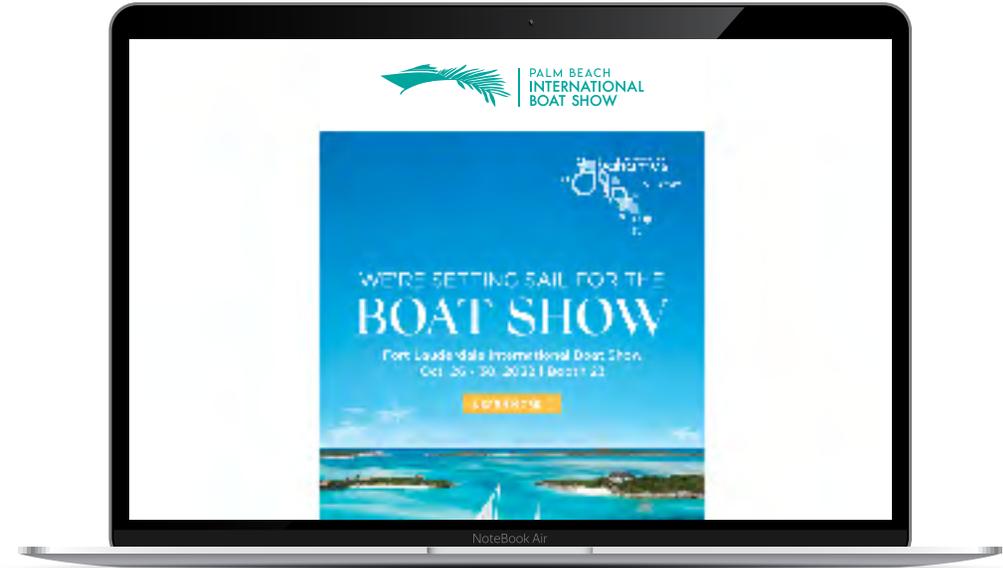
- (2-3) sentences in an email

## LOGO FEATURE | \$1,000 PER EMAIL (LIMIT 3)

- Appears in Footer + links to a designated URL

## EMAIL BANNER AD | \$6,000

- Custom banner ad featured in Boat Show official marketing
  - Specs: 600x84



*\*Limited availability. Inquire with your Sales Representative to learn more.*

## EMAIL PERFORMANCE ANALYTICS (AVERAGE)

**100K**

total database



**16%**

unique open rate



**8.8%**

click rate



# SOCIAL MEDIA

## IN FEED POST

- During show week - \$4,500
- Pre or Post-show week - \$3,500

## STORY

- During show week - \$2,000
- Pre or Post-show week - \$1,500

Platforms:



Meet Guy at the Guy Harvey Trailer, located at the Tuppens Outdoor Booth (#1046) on Saturday, March 25th! He...



Impressions	4,208
Reach	4,082
Engagements	251
Engagement Rate (per Impression)	6%

\*Limited availability. Inquire with your Sales Representative to learn more.

## STATISTICS | MARCH 2023 (Boat Show Month)

**3,881,447**  
overall impressions

The number of times content was displayed to users.

**181,770**  
overall engagements

The number of times users engaged content

**4,800+**  
net audience growth

The number of new audience members gained minus the audience members lost

**185,510**  
video views

The number of views among all our social media platforms (DBMIBS and SuperYacht Miami page)

# DIGITAL ADD-ONS

## Facebook Retargeting Ad | \$6,000 (\$30/CPM)

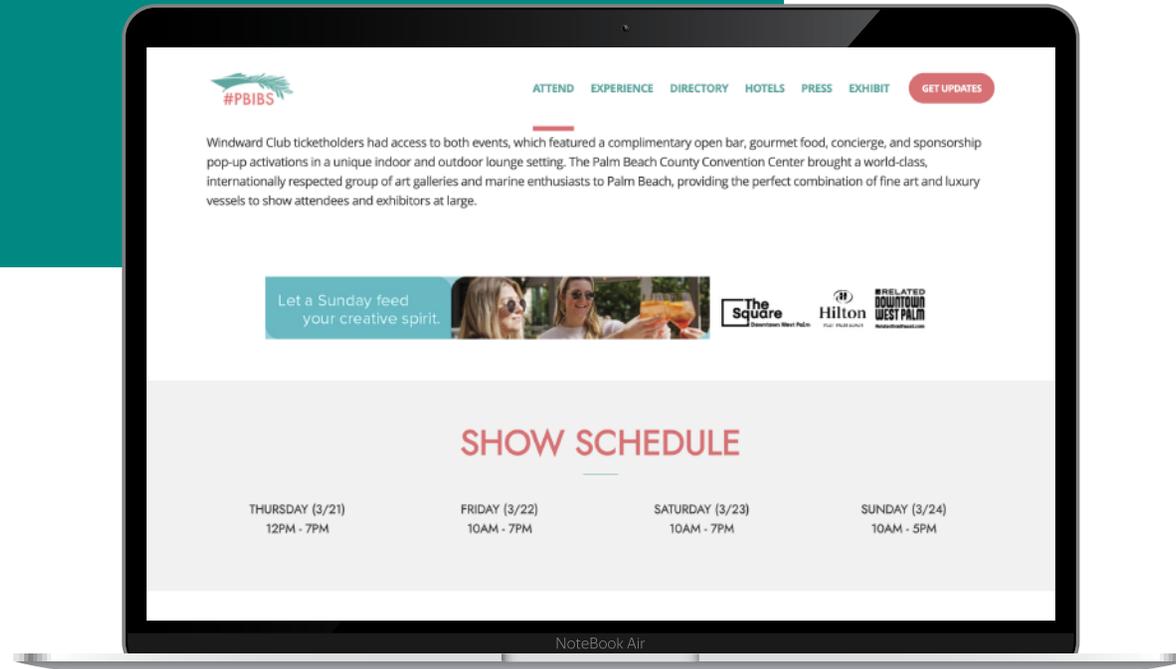
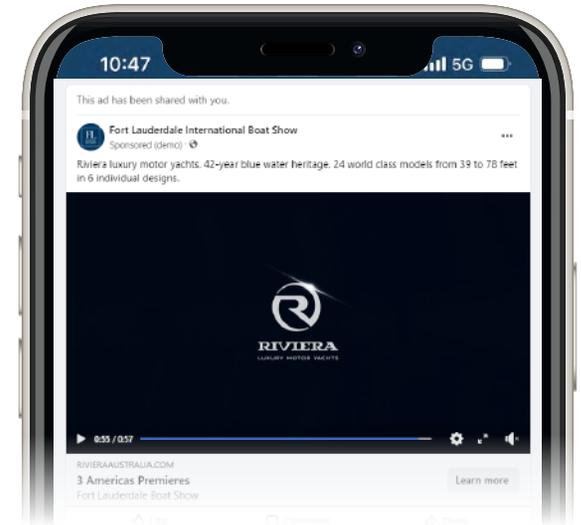
- Targets: Includes people who have visited the Miami (DBMIBS + MYS), Palm Beach (PBIBS), and Fort Lauderdale (FLIBS) websites, shown interest in event pages, and purchased show tickets. (Campaign to run pre/during boat show or post-show)
- Ad Specs Link: <https://www.facebook.com/business/ads-guide/update>

## Website Banner Ad | \$6,000

- Inquire for available landing pages

## Website Show Partner Logo Feature | \$1,000

- Your logo included on the Main Show Website foot, "Show Partners"



# OFFICIAL MOBILE APP TITLE SPONSOR | \$55,000

## SPONSORSHIP INCLUDES:

- “Official Show App presented by Company”
- Landing page on show website
- Banner Ad on website, related emails, and app home page
- Recognition via SMS when attendees check-in to show
- Branding across Mobile App Show Signage
- Targeted social media and email marketing campaign with analytics
- Registration and ticketing package benefits
- Highlighted in press releases
- Marketing Package included\*

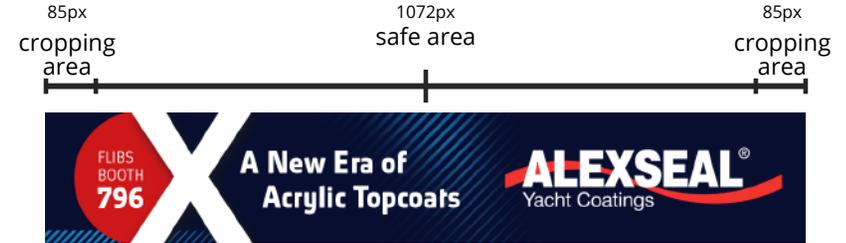


\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.

# OFFICIAL MOBILE APP

## In-App Banner Ad | \$6,000

- Placement in rotation of banner ads, limit 5 per show
- Banner Ad In-App Home Screen (Size 1242 x 213)
  - Rotating carousel of banner ads



## App Push Notification | \$1,000

- Custom dedicated push notification on Official Show App





# SUPERYACHT ROW

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SuperYacht Row is home to our finest and largest vessels. The Row serves as a dedicated alcove for attendees to customize their next project.

# SUPERYACHT ROW PRESENTING SPONSOR (2 Year Agreement Term)

## As the distinguished Presenting Sponsor for Superyacht Row, you will receive:

- Exclusive naming rights of zone (Co-located Logo)
- Dedicated Space within zone
- Dedicated brand signage
- Branding across all zone show signage
- Targeted social media and email marketing campaign with analytics
- Mention in every print/TV ad inclusive of press releases
- Tickets and registration benefits
- Marketing Package included\*



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

*\*To inquire for more information and pricing please contact your direct sales representative*

# SUPERYACHT ROW ACTIVATION | \$55,000

## SPONSORSHIP INCLUDES:

- (1) Dedicated Activation Space within the Windward VIP Lounge (Space Based on Floor Plan)
- Sponsor mention within (1) Press Release regarding Windward VIP Lounge inclusive of other sponsors
- The app allows you to capture lead data by scanning visitor ticket QR codes – (1) LeadGen License
- Highlight in (1) E-mail promotion mentioning the VIP Lounge
- Social Media Mention
- Logo inclusion on Home Page + Bottom of VIP Webpage
- Logo on signage inclusive of other sponsors throughout the Windward VIP Lounge
- Opportunity to include a promotional item within the Official Windward VIP Complimentary Bag
- Staff Credentials, GA Tickets (Qty 50), Windward VIP Passes (Qty 4)
- Marketing Package Included\*



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

# WINDWARD VIP

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A curated luxury experience with an expansive indoor and outdoor footprint, this private Club lounge serves as an oasis from the heat and crowds of the general show. Complete with curated catering options, open bars, and activations, guests of the VIP Lounge are refreshed.



# WINDWARD VIP CLUB PRESENTING SPONSOR | \$105,000

## SPONSORSHIP INCLUDES:

- Opportunity to gift in VIP bags
- Opportunity to co-brand VIP bags (Pending availability)
- Exclusive naming rights of the Windward VIP Club (Co-located logo)
- Dedicated space within Windward VIP
- Dedicated brand signage and branding across all VIP signage
- Targeted social media and email marketing campaign with analytics
- Windward VIP registration and ticketing branding package benefits
- Highlights in press releases and print ads



## VIP EXCLUSIVITY

- Premium Open Bar, Gourmet Food, and Private Restrooms
- Access the Show 1 Hour Early Through the Bahia Mar South Entrance.
- Extended show hours



# WINDWARD VIP CLUB PACKAGES

## VIP Activation | \$55,000

- Create your own activation area within the lounge
- Logo included on general signage and map callout
- Targeted social media and email marketing campaign with analytics
- Tickets + credentials package benefits
- Marketing Package included\*

## VIP Bags | \$30,000

- Feature your logo prominently on the gifted tote bag VIP attendees receive



## VIP Wristbands | \$8,000

- Alternating VIP logo and your company's logo on wristbands required for all VIP attendees

## VIP Inserts | \$6,000

- Present your ideal clients with a memorable gift to make them remember you

*\*Items must be approved by marketing department as sustainable materials or multi-use products*



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

The slide features a white background with teal palm fronds in the corners. The text 'ZONE PACKAGES' is centered in a teal, sans-serif font, underlined with a red horizontal bar.

# ZONE PACKAGES

# ZONE PACKAGES | STARTING AT \$105,000

## SPONSORSHIP INCLUDES:

- Custom Branded Gable (where applicable)
- Extensive signage plan through and near space
- Co-branded location name and mention in all media, communications, and Show Map
- Marketing Package Included\*

**Available Locations:** Clematis Tent, Evernia Tent, and Food Pavilion



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

# SUSTAINABILITY OPPORTUNITIES

## Branded Allini Water Filters | \$10k - \$15k

- The space available on the stations is 24" height 18" width (bottom area of the station)

## Recycling Bin Sponsor | \$20k



\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.

The slide features a white background with teal palm fronds in the corners. The top-left and top-right corners show the fronds of a palm tree, while the bottom-left and bottom-right corners show the fronds of a different plant, possibly a banana plant. The text 'ALCOHOL PACKAGES' is centered in a bold, teal, sans-serif font, with a solid teal horizontal line underneath it.

# ALCOHOL PACKAGES

# CUSTOM COCKTAIL BARGE | \$135,000

## SPONSORSHIP INCLUDES:

- Create your own dedicated barge
- Extensive marketing and signage package\*
- Co-Branded Barge name for press releases, emails, ads, and show map



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

# ALCOHOL PACKAGES

## Tasting Activation | \$40,000

- Serve samples at a dedicated location
- Inquire for activation areas within the show
- Branding and logo in applicable signage locations
- Marketing Package included\*

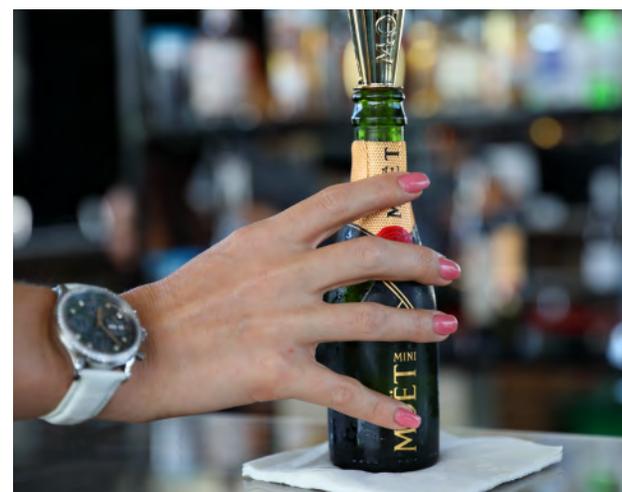
## Pouring Rights | \$30,000

- Exclusive pouring rights as Official Show Category Beverage  
*(Inquire for available categories)*
- Branding and logo in applicable signage locations
- Marketing Package included\*

## Branded Cocktail Bar | \$30,000

- Co-branded bar name in all communications and media
- Logo designating bar location on Show Map
- Dedicated branding on full service satellite bar and logo included in applicable signage locations
- Marketing Package included\*

**Available Locations:** Inquire with your direct Sales Representative for available locations



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

The slide features a white background with teal-colored palm fronds in the corners. The top-left and top-right corners show the feathery fronds of a palm tree, while the bottom-left and bottom-right corners show the long, pointed leaves of a different palm variety.

# REGISTRATION

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# REGISTRATION AND TICKETING

## Registration Title Sponsorship | \$55,000

- Co-located logo on all digital credentials, digital tickets, and credential lanyards
- “Presented By” title in all media/communications about ticketing, registration, and lanyards
- Co-located logo on Credential Tent signage + marketing
- Marketing Package included\*



\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.



# WIFI

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Harness the popularity of our Show Wifi to raise brand awareness and capture leads. With SMS campaign capabilities and lead sharing, this unique opportunity grants your company exclusive marketing access to all Show WiFi users throughout the entire show.

# WIFI TITLE SPONSOR | \$105,000

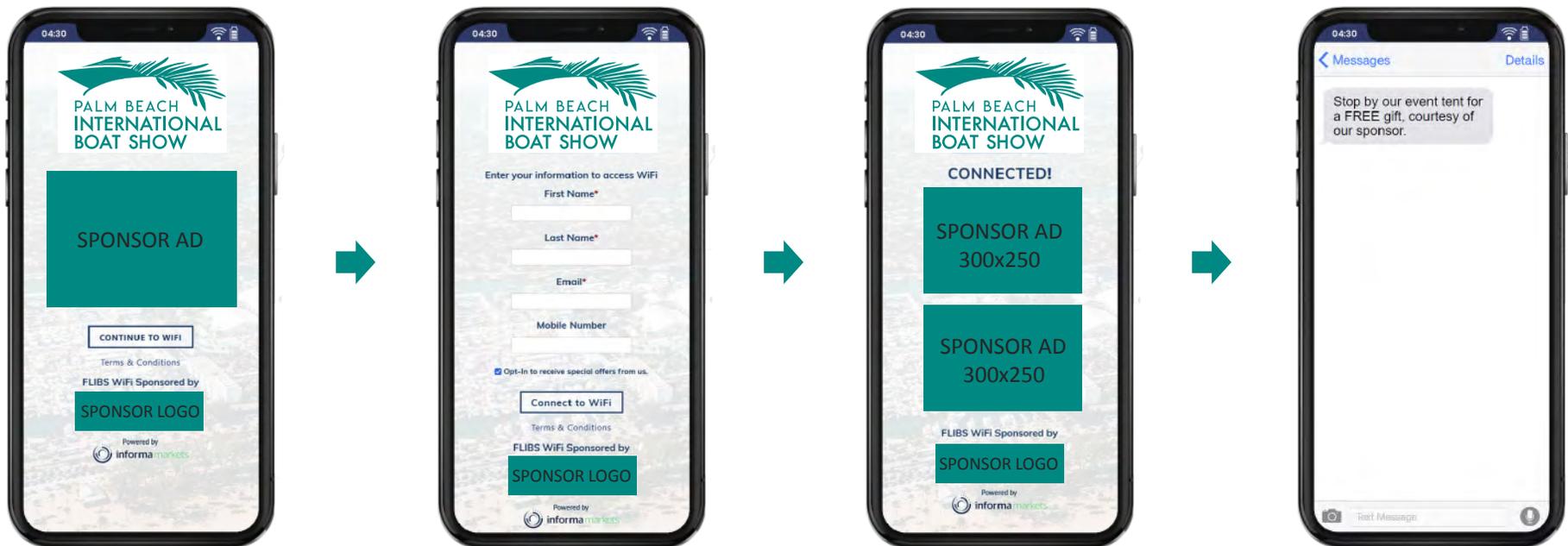
## SPONSORSHIP INCLUDES:

- Custom landing page redirect (x2) when users connect to Show Wifi
- Co-branded Guest WiFi channel name
- Dedicated landing page on show website
- Banner Ad on Website and Show App
- “Presented by” title in all communications/media
- Featured logo on main show signage
- Comprehensive marketing package, including SMS campaigns\*

**50K+**   
wifi guests  
per show

 **30K**  
potential wifi  
ad impressions  
per day

## UNBRANDED SPONSOR DEMO



\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.

# WiFi PBIBS CONNECTION STATISTICS

**2021**

New Guests  
**436**

Total Guests  
**442**

Total Connections  
**1,753**

Potential Unique Ad Impressions  
**400+**

Potential Overall Impressions  
**5,000+**

**2022**

New Guests  
**2,733**  
(527% YOY)

Total Guests  
**2,782**  
(529% YOY)

Total Connections  
**10,002**  
(471% YOY)

Potential Unique Ad Impressions  
**2,700+**

Potential Overall Impressions  
**28,000+**

**2023**

Projected Numbers  
New Guests  
**5,400+**

Total Guests  
**5,500+**

Total Connections  
**20,000+**

Unique Ad Impressions  
**5,500+**

Potential Overall Impressions  
**56,000+**

## Why WiFi Advertising

- ▷ Increase Brand Promotion
- ▷ Complementary to Other Marketing & Promotional Efforts
- ▷ One-to-One Mobile Engagement
- ▷ Mobile Data Capture
- ▷ Reporting and Analytics
- ▷ Branded WiFi Guest Flows
- ▷ Custom Landing Page Redirects
- ▷ Multiple Advertising Formats (Video/Static Image, Splash Page/Landing Page, Email/SMS, Before/During/After Event)
- ▷ Access Reports and Analyze Results
- ▷ Branded Email and SMS Campaigns\*
- ▷ Physical Wi-Fi Sponsor signage throughout the show.

# PRIVATE EVENTS

Host your own private event at the Boat Show. Invite guests aboard the Mansion Yacht, or reserve the Windward VIP Lounge, SuperYacht Row, or Island Barge.

Prices ranges between **\$30,000 - \$50,000** for Space Rental, depending on location, time and group size.

*\*Reach out to your sales representative to inquire for more details.*



# SALES CONTACTS

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**Leo Gallardo | Business Development Manager**

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*Combination packages and multi-show opportunities are available upon request.*



PALM BEACH  
INTERNATIONAL  
BOAT SHOW



# PALM BEACH INTERNATIONAL BOAT SHOW

# THANK YOU

MARCH 21-24, 2024

