



# PALM BEACH INTERNATIONAL BOAT SHOW

## DIGITAL SPONSORSHIP OPPORTUNITIES

---



## MOBILE APP TITLE SPONSOR

# \$50,000

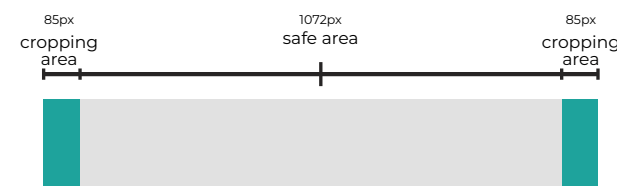
### BRANDING

- Recognition onsite mobile app signage at the show
- Advertising inclusion on Boat Show Website, email promotions, and mobile app:
  - 970 x 90 banner on Boat Show Website
  - 600 x 84 banner on Boat Show email promotion
  - Mobile app takeover pop-up 2038 x 2688
  - One push notification to all mobile app users each day of the show
- 1242 x 213 Banner ad on the mobile app home screen (in rotation)

### Banner Ads

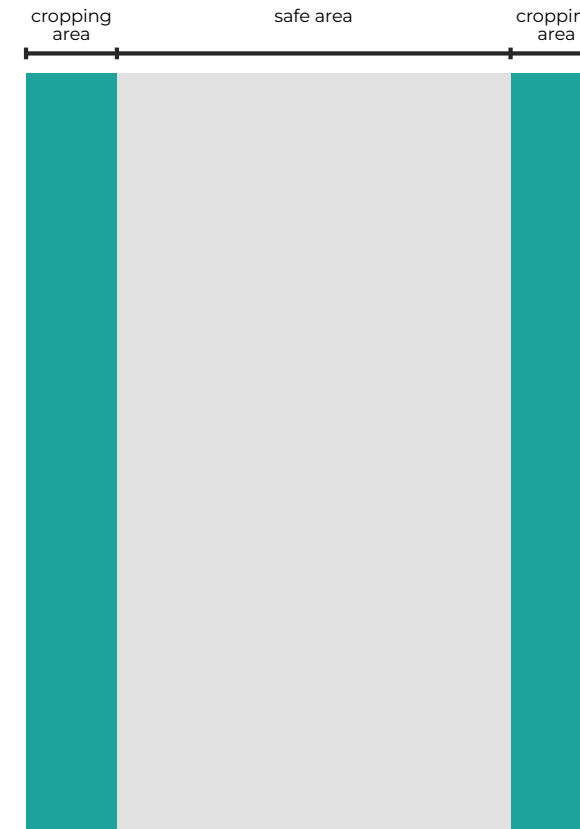
#### Display Default Settings

1. Once activated, banners are always available for display.
2. Multiple ads are displayed randomly, one at the time.
3. Each ad is displayed for 5 seconds.
4. Touching the banners opens the exhibitors detailed pages. It can be configured differently



Vertical

Platforms	iOS & Android
Safe Area	1072 px
Requirements	1242 x 213 px   max 1MB
File Name	bannername_no_space_p.png



#### Display Default Settings

1. By default, ads are displayed 10% of the time. It can be reconfigured to meet your needs.
2. Ads can be displayed for any specific location, but only one at the time and randomly. The default number of ads is four, but can be adjusted for your event.
3. Touching the ad opens the "close ad / view details" controls.

#### Display Default Settings for the Exhibitors Detail Pages

1. When exhibitors have more than one full ad page, they appear randomly, by default. It can be reconfigured to meet your needs.
2. Touching the ad opens the "close ad / view details" controls.

### DIGITAL + SOCIAL

- Mobile app landing page on Boat Show Website
- Mentions on 2 dedicated email blasts to entire list (80k+ subscribers)
- Mentions on dedicated social media promotions about the mobile app
- Recognition via SMS when attendees check-in (reminder to download the app)
- Logo inclusion on Home Page + Official Show Map

### PR

- Recognition as the Official Mobile App sponsor in all creative/press releases that mention the mobile app

### HOSPITALITY

- Staff Credentials, GA Tickets (QTY 100)

### MOBILE APP (ADD ONS)

- Cost: \$5,000, Limit 5 = Mobile App Banner Ad - Specs: 1242x213 px
- Cost: \$1,000 = App Push Notification - 100 characters recommended
- Exhibitor Digital Listing Upgrades – Request Exhibitor Sales Sheet



## SOCIAL MEDIA SPONSORSHIP TIERS

<p><b>TIER 1:</b> <b>\$5,000</b></p>	<p><b>Limit: 6 (2 Reserved)</b></p> <ul style="list-style-type: none"> <li>• (1) In-feed post across 3 platforms                     <ul style="list-style-type: none"> <li>- Channel(s) - Instagram, Facebook &amp; Twitter</li> <li>- *Option for a collaboration post on Instagram so it shows up in both feeds for double the exposure.</li> </ul> </li> <li>• (1) Instagram story post</li> <li>• (1) LinkedIn Partnership Announcement</li> </ul>	<p><b>TIER 3:</b> <b>\$1,500</b></p>	<ul style="list-style-type: none"> <li>• Instagram story post</li> </ul>
<p><b>TIER 2:</b> <b>\$3,000</b></p>	<p><b>Limit: 5</b></p> <ul style="list-style-type: none"> <li>• (1) In-feed post across 3 platforms                     <ul style="list-style-type: none"> <li>- Channel(s) - Instagram, Facebook &amp; Twitter</li> </ul> </li> <li>• (1) Instagram story post</li> </ul>	<p><b>ADD-ON:</b> <b>FACEBOOK RETARGETING AD \$5,000 - \$30/CPM</b></p>	<ul style="list-style-type: none"> <li>• Link to specs and options: <a href="https://www.facebook.com/business/ads-guide">https://www.facebook.com/business/ads-guide</a></li> </ul>

## PALM BEACH PERFORMANCE ANALYTICS ON RETARGETING ADS

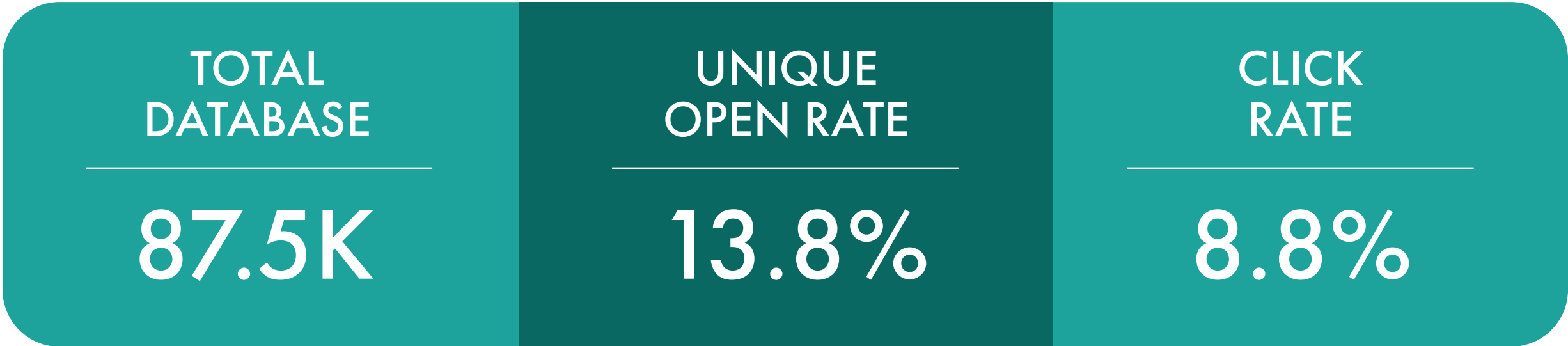




## EMAIL SPONSORSHIP TIERS

<b>TIER 1: \$10,000</b>	<b>Limit: 6</b> <ul style="list-style-type: none"><li>• Dedicated Spotlight Email<ul style="list-style-type: none"><li>- Sent out to total database, or option to segment (i.e: attendees vs. exhibitors)</li></ul></li></ul>
<b>TIER 2: \$5,000</b>	<ul style="list-style-type: none"><li>• <b>(1) Feature/Mention in Marketing Email</b><ul style="list-style-type: none"><li>- Includes 1 paragraph of promotional copy within an email</li></ul></li></ul>
<b>TIER 3: \$1,000</b>	<ul style="list-style-type: none"><li>• <b>(1) Logo Inclusion in Marketing Email</b><ul style="list-style-type: none"><li>- Company logo to be included in an email inclusive of other sponsors - hyperlinked</li></ul></li></ul>

## EMAIL PERFORMANCE ANALYTICS (AVERAGE)



# DIGITAL SPONSORSHIP OPPORTUNITIES



PALM BEACH  
INTERNATIONAL  
BOAT SHOW

05

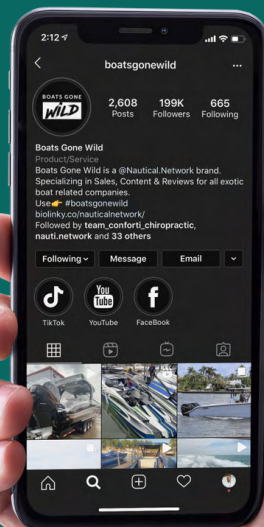


## ADD-ON:

BRANDED PROMO PIECE PRODUCED  
BY NAUTICAL NETWORKS

**\$4,000**

- Largest marine based social media following
- Industry leading and approved video & photo creation
- Streamlined process and marine industry specific agency



**7 MILLION +**

Monthly reach of  
current and potential  
boat owners

**2.5 MILLION +**

Combined  
Subscribers

**3 MILLION**

Minutes of video watched  
per month across  
our channels

**13,180**

People reached  
per story

**2,879,000**

Monthly Impressions

**247,268**

Monthly Tap Backs

**330,000**

People reached  
per post

**3,000+**

Avg. Monthly Comments

**17,150+**

Avg. Monthly Saves





## WEBSITE SPONSORSHIP TIERS

<p><b>TIER 1:</b> <b>\$10,000</b></p>	<p><b>Website Banner Ad</b></p> <ul style="list-style-type: none"> <li>• Included on (1) page of the website - hyperlinked</li> </ul>
<p><b>TIER 2:</b> <b>\$1,000</b></p>	<p><b>Company Logo Inclusion</b></p> <ul style="list-style-type: none"> <li>- Included within “show sponsors” scrollbar, located as footer on each page of the website - hyperlinked</li> </ul>
<p><b>PRESS RELEASE</b> <b>\$10,000</b></p>	<p><b>Limit: 5</b></p> <ul style="list-style-type: none"> <li>• Press Release Mention                     <ul style="list-style-type: none"> <li>- Includes up to 1 paragraph of promotional copy within a press release</li> <li>- Must be an exhibitor or participating within the show</li> </ul> </li> </ul>



*All deadlines will be advised by the Informa Marketing Team. Failure to submit assets by said deadline date will forfeit your opportunity for promotional inclusion.*



# PALM BEACH INTERNATIONAL BOAT SHOW

# THANK YOU

