

2018

SPONSORSHIP & ADVERTISING OPPORTUNITIES



FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

BAHIA MAR YACHTING CENTER - LAS OLAS MUNICIPAL MARINA - HALL OF FAME MARINA
BROWARD COUNTY CONVENTION CENTER - FORT LAUDERDALE HILTON MARINA - THE SAILS MARINA - PIER 66 MARINA

informa
exhibitions

SHOW OVERVIEW

The Fort Lauderdale International Boat Show spans over 7 locations and attracts more than 100,000 boating enthusiasts from around the world.



"With over a thousand boats and Fort Lauderdale's abundant waterfront property; buyers kick off their shoes and board the yachts and meet the builders, designers and see the largest collection of mega yachts in one location."

-Wall Street Journal



#1 BOAT SHOW ON THE PLANET MEANS BIG BUSINESS

NOV 5-9, 2015

3 MILLION SQ. FT. OF EXHIBITION SPACE

SIX MILES OF FLOATING DOCKS

100,000 VISITORS FROM AROUND THE WORLD

40% OF ATTENDEES ARE C-LEVEL EXECUTIVES OR BUSINESS OWNERS

168,750 HOTEL NIGHTS BOOKED

\$500,000,000+ ECONOMIC IMPACT (COMPARABLE TO A SUPER BOWL EACH YEAR)

SEVEN SHOW SITES

1,500 BOATS ON DISPLAY

1,200 EXHIBITORS

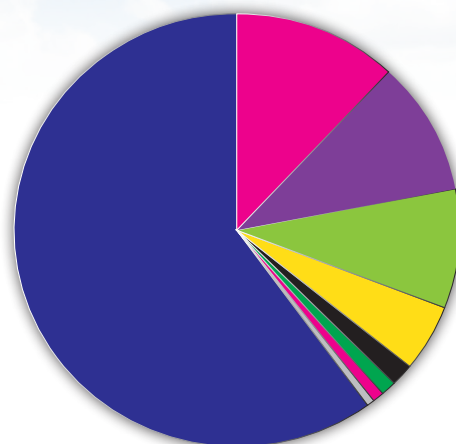
32 COUNTRIES REPRESENTED

1,000+ PRIVATE PLANES LANDED AT LOCAL FBOS

SEE HOW THE NUMBERS ADD UP AT FLIBS.COM

A QUALIFIED GLOBAL AUDIENCE

- A world renowned yachting destination and home to many of the wealthiest multimillionaires and billionaires
- 10% of attendees have a net worth of \$20 million or more
- 25% have an annual income of over \$1 million and 50% have an annual income of \$250,000 or more
- Over 50% have a waterfront residence
- 65% own 2 or more homes
- 66% own a boat
- 40% are “C-level” executives or business owners
- 68% of attendees are in the process of buying or considering a boat purchase
- When asked if they would attend again, 93% said YES!



- ◆ EAST COAST USA
- ◆ GULF COAST USA
- ◆ CARIBBEAN
- ◆ INLAND USA
- ◆ WEST COAST USA
- ◆ SOUTH AMERICA

GLOBAL MEDIA COVERAGE

MARINE • LUXURY • LIFESTYLE

The media behind the Fort Lauderdale International Boat Show is promoted and covered by Show Management, 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 web presence through not only digital advertisements but also editorial coverage.

2016 STATS

- \$33 million in total PR coverage
- Media coverage of over 317 million viewers

“FLIBS total economic impact to Fort Lauderdale now exceeds half a billion dollars, which is greater than any other event in Florida, including the Super Bowl”

- John Seiler, Mayor of Ft. Lauderdale

ECONOMIC IMPACT 2015 STUDY SUMMARY

MAJOR FINDINGS:

Sales of boats and other marine products at the 56th Annual Fort Lauderdale International Boat Show brought the world's most serious buyers together with suppliers to generate final sales.

- The Show generated \$857.3 million in economic output throughout Florida
- Over 6,000 full-time Florida jobs are associated with the economic output generated
- Total estimated sales by Florida companies during the show reached \$380.8 million
- Total sales for all show participants are estimated to be \$508.3 million
- Total excise and sales taxes generated within Florida was \$51.2 million; of this total \$16.9 million occurred in Broward County
- Statewide personal income impacts of \$ 304.3 million and \$105.6 million of that accrued to Broward County
- Total value-added of \$485.9 million was contributed state wide including \$163.9 million in Broward County

BOAT SHOW VISITORS IMPACT NEW DOLLARS TO THE REGION AND THE STATE

- Nearly 100,000 tickets were sold for the 2015 Show
- 58% of Show visitors were from outside the tri-county region
- 54 % of the visitors were from outside Florida including 10% foreign visitors.
- The average expenditure by out-of-town visitors (hotels, restaurants, retail spending, local transportation, etc.) at the show was \$208 per day
- Visiting attendees and exhibitors were responsible of over 69,000 local hotel room nights
- Non-local visitor expenditures at the show totaled an estimated \$29.6 million

*Economic Impact Study Prepared by
Thomas J. Murray & Associates, Inc.
In conjunction with University of Florida
March 2016
For Marine Industries Association of South Florida,
Inc. & Show Management, Inc.*

FLIBS IS A FORCE IN MARINE • LUXURY • LIFESTYLE MEDIA

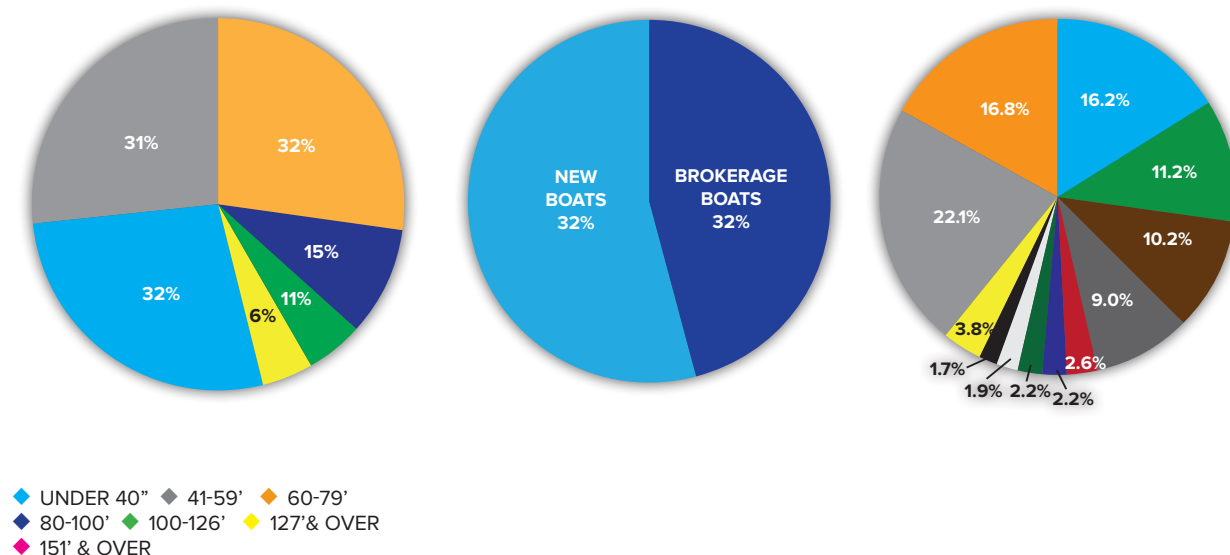
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2016 STATS

- FLIBS Twitter achieved 335k impressions with 12,000+ tweets of #FLIBS2016
- FLIBS Facebook organic reach was over 4 million impressions with a base of 750,000 followers
- FLIBS Instagram reached 400,000 impressions with a base of over 10,000 followers

A WIDE VARIETY OF BOAT TYPES AND SIZES

With over 1200 exhibitors, the variety of boats on display is the largest in the world



TARGETED COMMUNICATIONS

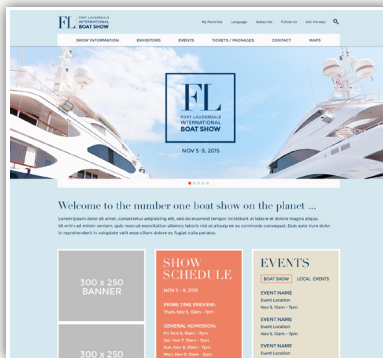
PRE SHOW



E-MAIL INVITATIONS:
120,000 email invitations designed by target audience to the show



DIRECT MAIL:
80,000 invites mailed to boat owners and key demographic areas and past show attendees



FLIBS.COM:
Dedicated web site with 1M+ unique users. Web banner and leaderboards available



NEWSLETTER:
6-8 show newsletters sent to our opt-in database of over 80,000

ON SHOW SITE



THE OFFICIAL SHOW PROGRAM AND POCKET MAP: are available at information desks and entrances of the show.



SPONSORSHIP OPPORTUNITIES

WIFI SPONSORSHIP: \$100,000

- 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 (FLIB 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

REGISTRATION/TICKETING SPONSORSHIP: \$80,000

- 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

PRIVATE YACHT OWNER WATER TAXI LOUNGE: \$50,000

- Exclusive right to be the official partner for the private water shuttle route and lounge for select yacht manufacturers and other high-end exhibitors between the Hilton Marina and the private tender docks, centrally located near the superyachts.
- The guests on board the tenders are VIP yacht clients invited and paid for by each of the participating exhibitors.
- The floating barge at the *Hilton (20' x 20') and the dock at the Bahia Mar will be completely decorated by the partner with appropriate branding, furnishings, etc. A white tent, neutral carpet, and electric will be provided and set up by Informa at an agreed upon schedule for setup.
- The water lounge stations at the Hilton Marina and private tender dock can have the partner's staff to manage both areas and provide material, water bottles, etc. for clients while they wait for the water taxi.
- Includes silver level benefits



SPONSORSHIP OPPORTUNITIES

AUTO DISPLAY & TEST DRIVE EXPERIENCE:

\$50,000

- **PRIME DISPLAY SPACE:** located at the Broward County Convention Center to accommodate a display space for five vehicles and a ride & drive experience
- Electric service to the area
- **BRANDING OF CONVENTION CENTER OUTDOOR AREA:** Logo to appear on entrance marquees and fences around the Convention Center
- Includes silver level benefits



MAP SPONSORSHIP: **\$40,000**

- 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 (1250 total)
- Dedicated emails to either exhibitor or attendee list – Limit 2 per list- **\$5000**
- Program ad – full page **\$3700**
- Post Show Mailer - **\$2000**
- VIP gift bags - **\$3000** to add product or literature into bag – product exclusivity (1500 total)
- Website Sliders – in rotation of 5 sliders - **\$5000**

OFFICIAL PRESS BREAKFAST SPONSORSHIP: **\$7,000**

- Breakfast is held on opening day and caters to more than 100 members of the press, city officials and industry CEOs
- May hand out branded gifts to press breakfast attendees - gift must be approved by boat show marketing
- Signage in the breakfast
- 1 minute video to be played before start of event
- Opportunity to speak at breakfast



BRANDING OPPORTUNITIES

COCKTAIL BARGE BRANDING: **\$75,000**

- Logo on two (2) front tents (10x10) located outside the main entrance of cocktail barge
- 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*



SUPERYACHT PAVILION CENTRAL LOUNGE: **\$50,000**

- Lounge area is 45' x 40'
- Surrounding exhibitors are superyacht builders and associated businesses in the superyacht space
- The central bar tower will include the sponsor logo
- The lounge and bar will be stocked and managed by the show producers
- Branding opportunities on the Superyacht Pavilion doors and inside the lounge/bar
- Includes silver level benefits



PRODUCT CATEGORY EXCLUSIVITY: **\$30,000**

- Product to be the only beverage of category sold throughout the show
 - 5 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*

BRANDING OPPORTUNITIES

SHUTTLE BUS BRANDING: \$50,000

- The shuttle bus transportation system is comprised of 10-15 buses, operating 5 routes a day before and after show hours
- Brand all 10-15 shuttle buses and boarding areas
- Provide branded logo hats to drivers
- Logo and web banner on FLIBS.com for transportation information
- Logo on the transportation map
- Silver Package benefits



WATER TAXI BRANDING: \$50,000

- More than 40,000 people utilize the water taxi transportation system
- Brand the water taxi and boarding areas with banners and flags
- Provide sampling and information opportunities on board the water taxi as well as the water taxi station(s)
- Logo on all water taxi transportation information distributed before and during the show
- Silver Package benefits



SHOW WRISTBANDS: \$15,000

Wristbands are provided to all show guests

WRISTBAND SPONSORSHIP INCLUDES:

- Sponsor logo printed on 70,000 wristbands
- Wristbands handed out at main entrances and water taxi stations to attendees.
- Sponsor receives complimentary show credentials for staff (10)



SPONSORSHIP OPPORTUNITIES

SPECIAL EVENT NIGHT INSIDE THE VIP: **\$13,000 PER NIGHT**

INCLUSIONS

- Invitation will extended to all registered VIP pass holders
- Capacity is 150 people
- Logo on the inside of the lounge as presenting event partner

AVAILABLE 7:30-9:30PM

- Wednesday
- Thursday
- Friday
- Saturday



FLOATING COCKTAIL BARGE AFTER HOUR EVENTS: **\$20,000**

Cocktail barges can be rented after hours for private events!

- \$20,000 for a 2-hour party up to 250 people. Add \$10,000 for every additional hour
- Includes bar staff, security, 2-piece band or DJ, all drinks currently being served within the bar, gratuity, and cleanup



VIP CLUB EXPERIENCE: **CONTACT FOR QUOTE**

INCLUSIONS

- Exclusive in category
- 60 daily VIP lounge and show admission tickets
- Logo on entry arch and the building wrap on the Windward VIP Club
- Branded lounge inside the Windward VIP Club for each day
- Dedicated editorial piece written on company and placed on our website and show newsletter sent to over 80k opt-in subscribers
- One (1) dedicated e-mail sent to past VIP ticket holders
- Included in four (4) social media posts before and during the show
- Logo on VIP sponsor page of the official show program
- Logo placement on partner page of FLIBS.com
- Digital ad on VIP page section of FLIBS.com
- Four (4) staff credentials for each day (tickets, valet)

