

2022 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

FL

MOBILE APP

Mobile App Zone Push Notification	\$1,500
<ul style="list-style-type: none"> Geofenced push notification to send an alert/push notification to all mobile app users in the specified area 	
Mobile App Push Notification	\$3,000
<ul style="list-style-type: none"> Send an alert/push notification out via FLIBS mobile app to all attendees utilizing the app to help promote your presence at the show Inclusion in all mobile promotion emails 	
Mobile App Banner Ad	\$5,000
<ul style="list-style-type: none"> Carousel banner ad on loop changes every 5 seconds <ul style="list-style-type: none"> Click-through Image to redirect to brands website or showroom within the app 	
Mobile App Tile Ad	\$10,000 each
<ul style="list-style-type: none"> Static ad placement on the main page of the mobile app <ul style="list-style-type: none"> Click-through Image to redirect to brand's showroom within the app 	
Mobile App Title Sponsor	\$25,000
<ul style="list-style-type: none"> Your logo will get prime placement on the landing page and you will be given one sponsored push notification alert to all attendees 	

DIGITAL ADVERTISING

Social Media Post	\$2,000
<ul style="list-style-type: none"> Across Instagram, Facebook, Twitter 	
Banner on the Fort Lauderdale International Boat Show Landing Page	\$10,000
<ul style="list-style-type: none"> Web banner with link back to brand website 	
Logo inclusion in e-blast to Attendee or Exhibitor	\$3,000
<ul style="list-style-type: none"> Must choose from one list 	
Banner on FLIBS registration page	\$5,000
<ul style="list-style-type: none"> Web banner will link back to Brand website 	
Website sliders ads	\$5,000
<ul style="list-style-type: none"> Web sliders ads (1 in rotation of 5) 	
Dedicated emails to exhibitor or attendee lists	\$5,000
<ul style="list-style-type: none"> Dedicated emails – Limit 2 per list 	
Facebook Retargeting Ad	\$30/CPM (min \$5000)
<ul style="list-style-type: none"> Campaign to run pre/during boat show or post-show. TARGETS: to include people who like the Miami Yacht Show (MYS), Fort Lauderdale International Boat Show (FLIBS), and Palm Beach International Boat Show (PBIBS) pages; people who have visited the Discover Boating Miami International Boat Show (DBMIBS) website; people who showed interest in past MIBS event pages; uploaded database of DBMIBS & PBIBS contacts in Facebook; and anyone who has currently purchased 2022 PBIBS tickets 	
Exhibitor Highlight Email	\$8,000
<ul style="list-style-type: none"> Brand content highlighting the event, brand product/service, and booth location at FLIBS sent to attendee database 	



Website landing page/Tile ad	10,000 each
Website landing page/Tile ad – 3 available	
Branded Commercial Promo Piece	\$4,000
<ul style="list-style-type: none"> Nautical Networks interview segment to be recorded and utilized on Nautical Networks platforms; copy to be provided to Brand for additional utilization <ul style="list-style-type: none"> Nautical networks has the most extensive marine-based social media following and is the industry-leading and approved video and photo creator 	

REGISTRATION

Registration Sponsorship	Starting at \$50,000
<ul style="list-style-type: none"> Exclusive rights for sponsor on all ticketing and registration Brand logo on digital barcode emails and QR Codes sent to attendees to enter/exit the event. Further logo placement on our main website page and registration page linked out. Inclusions in Press Releases, and e-blast ticket announcements. On-site Signage Branding at registration and entrance fence banners. Other inclusions entail of logo placement on event print (show maps), direct mail, and email campaigns. Branded company lanyards for the event and 25 Complimentary tickets 	
Barcode Ticket Email	Starting at \$20,000
<ul style="list-style-type: none"> Brand logo on digital barcode sent to attendees to enter/exit the event Not exclusive and second to registration sponsor 	

ONSITE

VIP Bag Insertion

\$5,000

- ▶ 1,500 - 2000 VIP Bags with a VIP Bag Insert- promotional collateral/gift (subject to show management approval).
- ▶ Recognition as a sponsor on the website

Digital Boat Advertising

Starting at \$12,500

- ▶ Branded digital billboard boats allow your brand to advertise to attendees along the waterways of the show.
The starting price includes (1) 15 second slot of digital branding.

VIP Sponsorship Bag

Starting at \$15,000

- ▶ 1,500 – 2000 VIP Bags with \$3,000 allowance available for production, Logo on one side of VIP Bag, VIP Bag Insert- promotional collateral/gift (subject to show management approval)
- ▶ Includes recognition as a sponsor online and in the show directory and access to VIP Windward lounge – Quantity of passes to be provided (TBD)

Private Tender Lounge Sponsorship

Tender Dock Landing - \$30,000

- ▶ The VIP Private Tender lounges are (20' x 20') and will be customized and decorated by the partner with appropriate branding, furnishings, etc. FLIBS will supply a white tent, neutral carpet, and electric
- ▶ Private Tender Lounges may have partner's staff to manage both areas and provide material, water bottles, etc. for clients while they wait for their private tender. Includes exclusive right to be the official partner for the private water shuttle route and Lounge for select yacht manufacturers and other high-end exhibitors
- ▶ Additional logo placement in email, website, and entrance fence banners. Comes with 50 complimentary tickets to event
- ▶ **Production costs are additional charges**

Windward VIP Sponsor

Starting at \$50,000

- ▶ Inclusion in Windward VIP newsletter sent to over 80k opt-in subscribers and one (1) dedicated email 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 and partner page of VIP section on website. Digital ad on VIP page section of website as well as logo placed in email and entrance totems, entrance banners, and a full-page ad in official show program. Logo on entry of Windward VIP Clubs and branded location inside the Windward VIP Clubs. Exclusive in category
- ▶ Comes standard with daily general show admission tickets, staff credentials, and Windward VIP Passes (*Sponsorship level dependent*)

Primary Map Sponsorship

Starting at \$50,000

- ▶ Opportunity to be the official map and show guide sponsor. Every attendee will receive a map in hand to guide them throughout the show
- ▶ Available at information desks and entrances of the show, brand logo to be displayed on the show overview page and map website. Prominent logo position on all printed maps and show overview on totem maps as well as logo inclusion on mesh fence entrance banners supporting all our sponsors

Cocktail Barge Branding

Starting at \$75,000

- ▶ Logo on two (2) front tents (10x10) located outside the main entrance of cocktail barge and exclusivity in Product Category. Opportunity to provide branded cups, napkins, caddies, and bar mats as well as a tasting activation
- ▶ Includes logo placement in email, website, entrance totems, entrance banners and 50 complimentary show tickets

SuperYacht Fort Lauderdale Presenting Sponsor

Starting at \$75,000

- ▶ Upon show management approval
- ▶ Includes logo placement on primary entrance totems, fence mesh banners, direct email campaigns, and digital sponsorship items

Wi-Fi Sponsorship

Starting at \$100,000

- ▶ Your Brand and FLIBS will co-created Customizable login for Guests. Guests can log in through Facebook, LinkedIn, and their Email
- ▶ Inclusion on the website, 50 Complimentary tickets, upon landing on the Wi-Fi users can be redirected to your Brand's web page, and FLIBS will create a branded, customizable email marketing campaign to continue to generate leads

Show Presenting Sponsor

CALL FOR PRICING

- ▶ As the exclusive Presenting Sponsor, brand name/logo ID as FLIBS presented by Brand. FLIBS generates an estimated \$1.34 Billion in annual economic activity to Florida and its promotional media value is valued at more than \$15M per year
- ▶ Branding in all mentions across all platforms for the duration of the partnership – TV, social, mobile, print, radio, digital, billboard, e-newsletters, website, etc. On-site Signage Branding on all primary and entrance totems, entrance fence banners, and wayfinding signage. Registration Branding on credentials, digital tickets, lanyards, ticketing website header
- ▶ Comes standard with complimentary show credentials (Quantity TBD), 50 complimentary tickets to event, Exclusive brand destination within FLIBS to be used at sponsors discretion, Inclusion of logo placement on event print, direct mail and email campaigns. Inclusion in Press Releases, show boiler plate, and announcements

