



SPONSORSHIPS 2023-2024

 801 Seabreeze Blvd, Ft Lauderdale, FL 33316



SHOW OVERVIEW

The **Fort Lauderdale International Boat Show (FLIBS)**, owned by the **Marine Industries Association of South Florida (MIASF)** and produced by **Informa Markets**, is recognized as the largest in-water boat show in the world.

This 5-day show spanning nearly **3 million sq. ft.** across **7 different** locations attracts over **100,000+** attendees, **1,200+** exhibitors and represents **52 countries** with more than **1,300+** boats on display.

From luxury yachts, VIP experiences, and family-friendly programming there is something for all to enjoy at the greatest boat show across the seven seas.

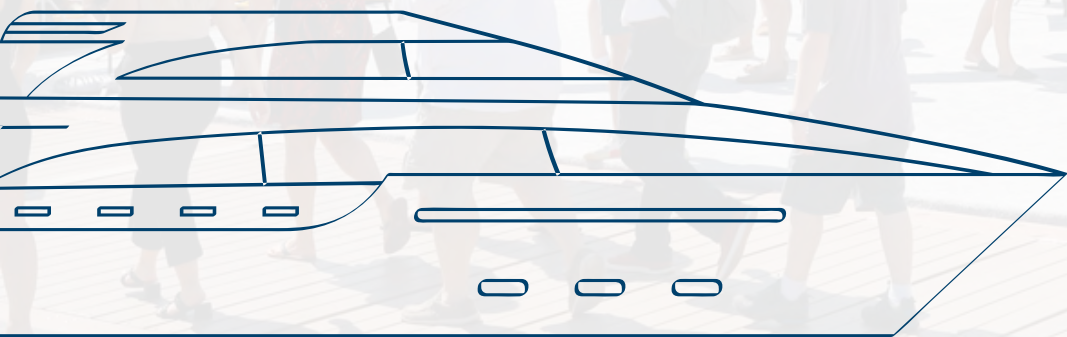
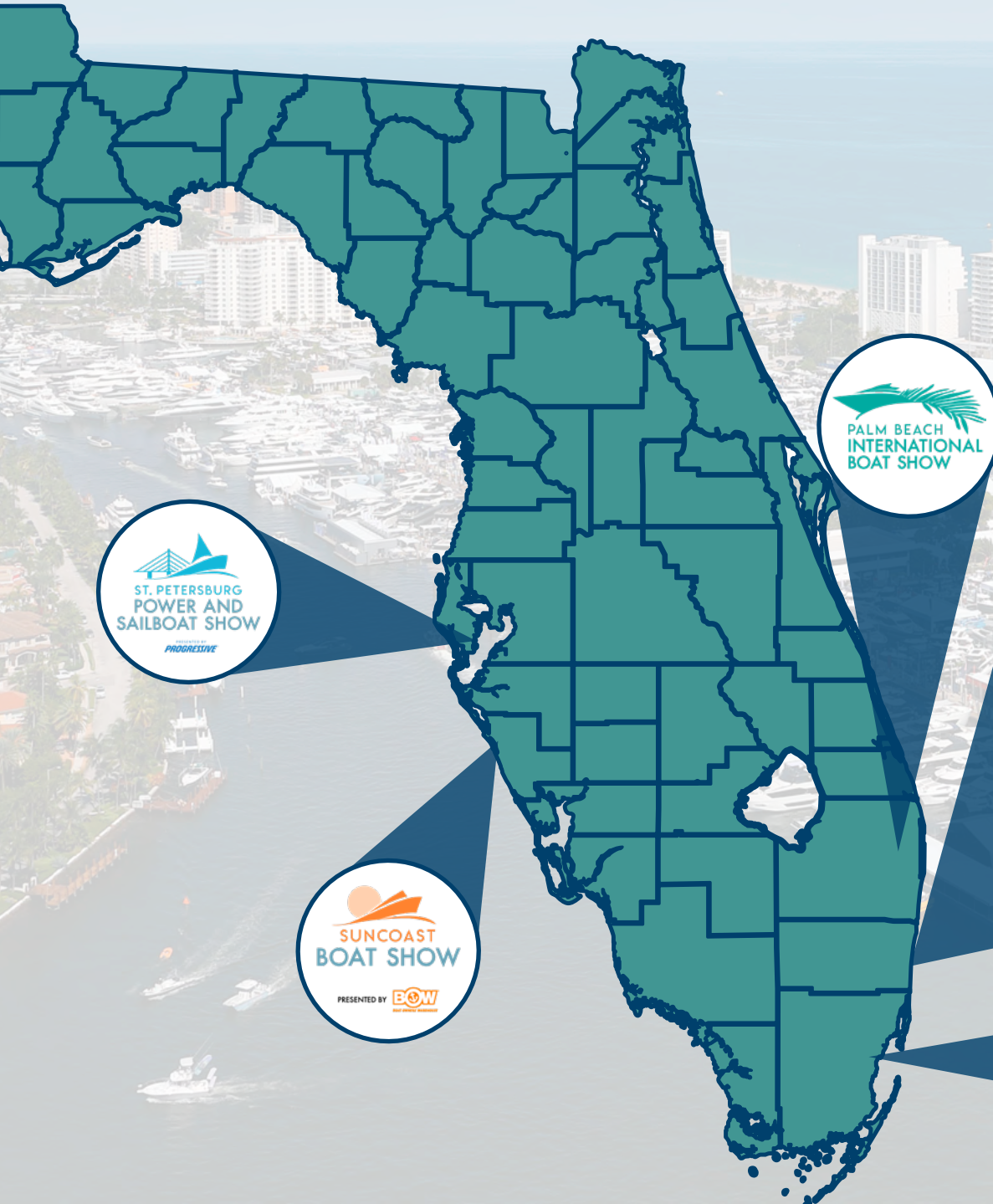


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PORTFOLIO OVERVIEW



FL FORT LAUDERDALE INTERNATIONAL BOAT SHOW

OCT 25-29 • 2023 | OCT 30 - NOV 03 • 2024

ONE SHOW, 7 LOCATIONS

- Bahia Mar Yachting Center
- Las Olas Marina
- Hall Of Fame Marina
- Super Yacht Village at Pier 66 South
- Pier 66 Marina
- Broward County Convention Center
- Hilton Fort Lauderdale Marina

DISCOVER
BOATING
MIAMI
INTERNATIONAL
BOAT SHOW

ATTENDEE STATS

28% attendees planning to buy within 12 months



56% attendees own a Motor Yacht or Center Console



39% VIP attendees report income of \$500k+



43% attendees go boating weekly



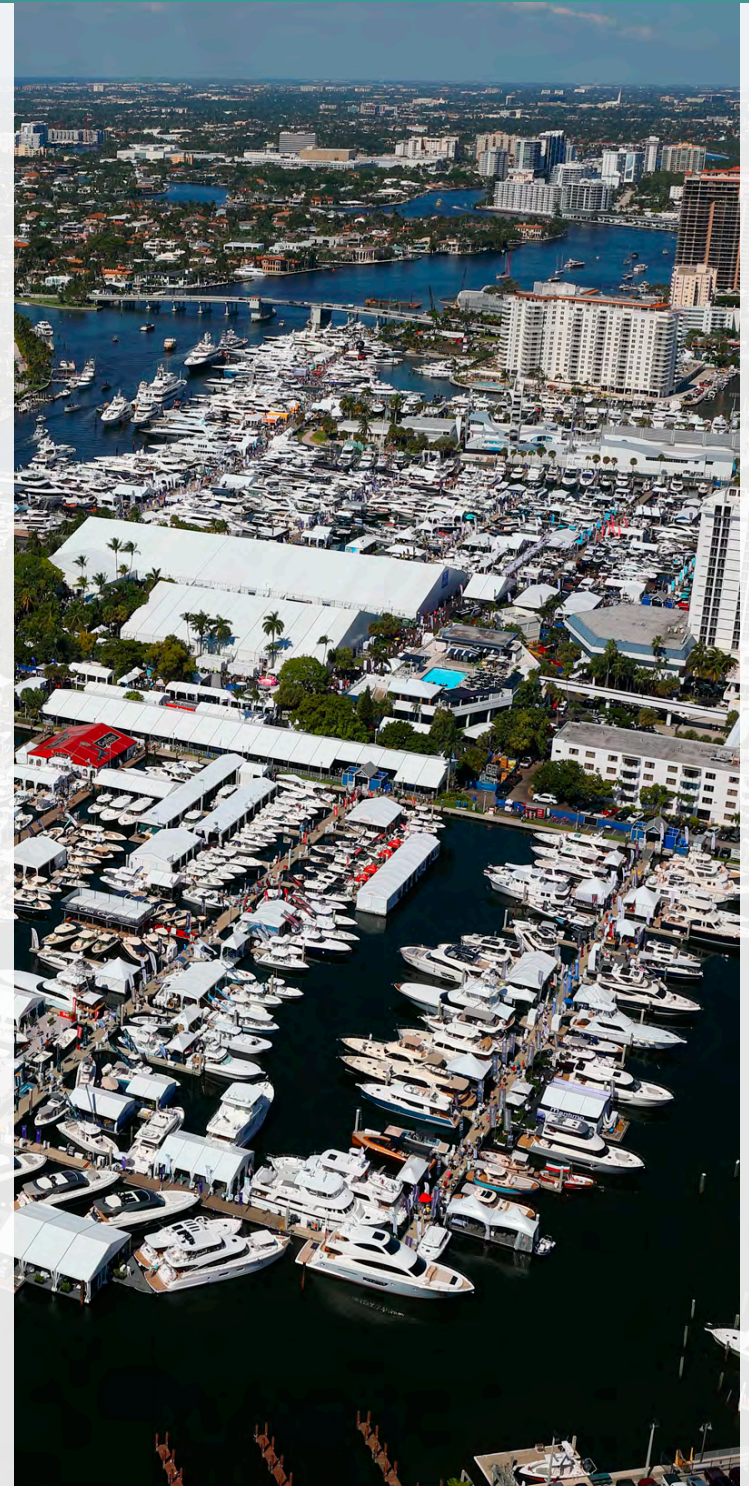
73%

Male



27%

Female



2021 ECONOMIC IMPACT



\$1.79B

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



\$709.7M

in estimated sales by Florida companies



\$85.8M

in state and local taxes generated within Florida

\$24.5M in Broward County alone



100K+

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




\$47.3M

in estimated total expenditures by non-local visitors and exhibitors

FLIBS ECONOMIC IMPACT



Watch on  YouTube

**Next economic impact reporting to be taken for FLIBS 2023*

OVERALL SHOW IMPRESSIONS

FLIBS 2022

TOTAL IMPRESSIONS

PR - Kivvit	80,000,000
Social Media	12,117,627
Radio Impressions	5,711,229
TV Impressions	11,302,952
Print Impressions	2,670,000
Digital Impressions	5,094,034
OTT Impressions	644,717
Paid Social Impressions	3,330,794
Magazine Impressions	275,000
Billboard Impressions	11,886,168
Media Barter Impressions	6,550,000
BONUS Negotiated Added Value Impressions	2,060,000
Banner Exposure/Onsite Signage - Informa	100,000
Informa Website (3-Months Unique Visitors)	247,899
Informa Email Promotion (Total Number of Opens)	54,157
SMT - Short Shoot	4,700,000
Fox Sports Special - Short Shoot	300,000

Total Impressions:

147,044,577

PRESENTING TITLE SHOW SPONSOR *(3 Year Agreement Term)*

As a Title Sponsor for the Fort Lauderdale 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 Fort Lauderdale 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 campaign with analytics
- Registration and ticketing package
- Highlights in every print/TV ad, press releases and additional media coverage (see chart)
- Integrated in Ribbon Cutting Ceremony
- Featured in Satellite Media Tour/Fox Sports 1 Hour Special – Short Shoot



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

DIGITAL OPPORTUNITIES

EMAIL CAMPAIGNS

DEDICATED SPOTLIGHT EMAIL | \$8,000

- (1) fully dedicated email

FEATURED EMAIL MENTION | \$3,500

- (2-3) sentences in an email

LOGO FEATURE | \$500 PER EMAIL (LIMIT 3)

- Appears in Footer + links to a designated URL



EMAIL PERFORMANCE ANALYTICS (AVERAGE)

87.5K

total database



13.8%

unique open rate



8.8%

click rate



SOCIAL MEDIA

Tide Turner

\$8,000 *(limited availability)*

- Instagram 'takeover': 3 story posts in one day
- 1 post, 1 story
- Tag and mention
- Customized hashtags
- Analytics report

Wave Watcher

\$5,000 *(limited availability)*

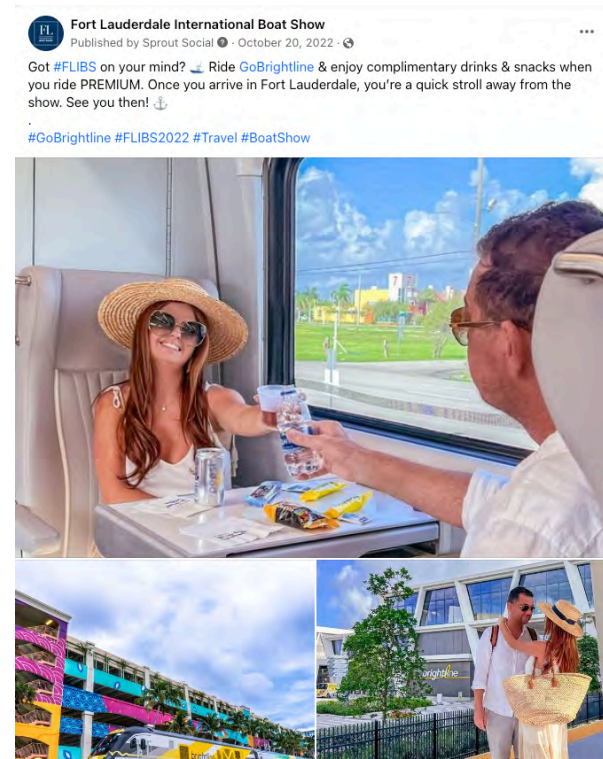
- 1 post, 1 story
- Tag and mention
- Analytics report

Boat Buddy

\$1,500 *(limited availability)*

- 1 story
- Tag and mention
- Analytics report

Platforms:



Fort Lauderdale Intern... Thu 10/20/2022 12:39 pm EDT	
Got #FLIBS on your mind? 🚆 Ride GoBrightline & enjoy complimentary drinks & snacks when you ride...	
Total Engagements	1,379
Reactions	475
Comments	3
Shares	7
Post Link Clicks	10
Other Post Clicks	884

STATISTICS | OCTOBER 2022 *(Boat Show Month)*

10,397,843

overall impressions

The number of times content was displayed to users.



395,320

overall engagements

The number of times users engaged content



8,000+

net audience growth

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



488,441

video views

2,500

average story views



DIGITAL ADD-ONS

Facebook Retargeting Ad | \$5,000 (\$30/CPM)

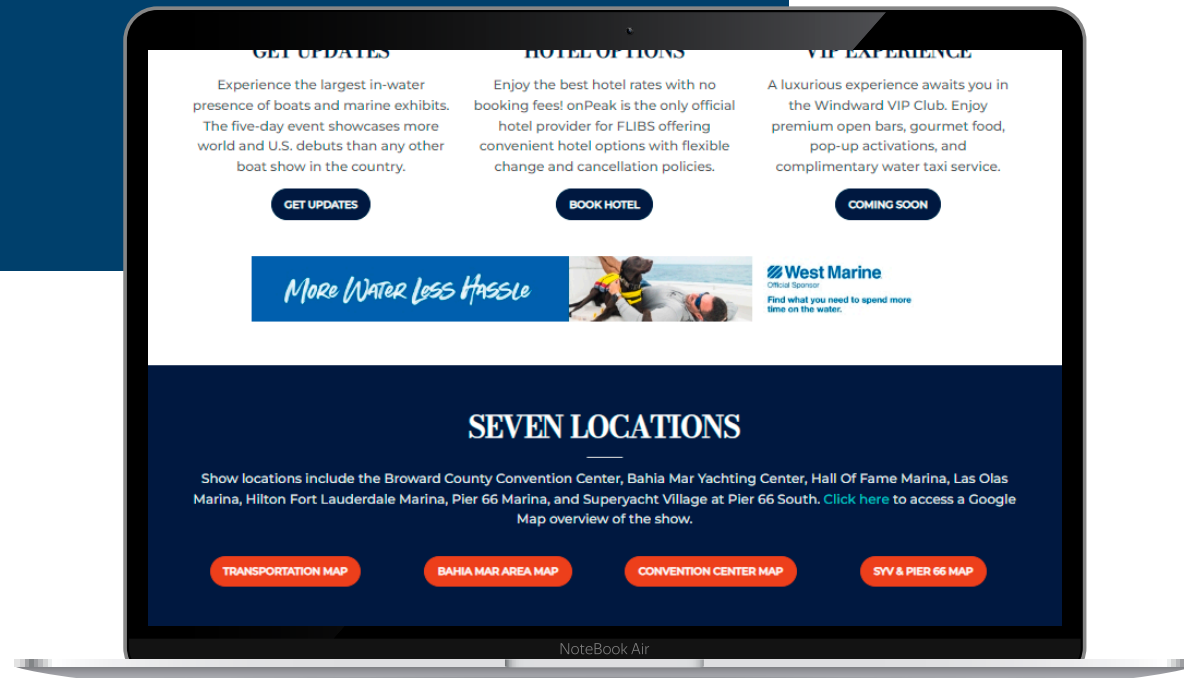
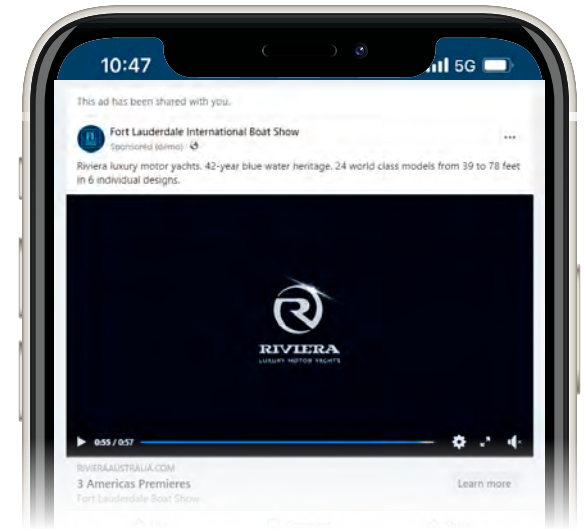
- Targets: Includes people who have visited the Miami (DBMIBS + MYS), Palm Beach (PBIBS), and Fort Lauderdale (FLIBS) websites, shown interest in event pages, and purchased show tickets. (Campaign to run pre/during boat show or post-show)
- Ad Specs Link: <https://www.facebook.com/business/ads-guide/update>

Website Banner Ad | \$5,000

- Inquire for available landing pages

Website Show Partner Logo Feature | \$500

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



NAUTICAL NETWORKS COLLABORATION | \$5,000



Elevate your social strategy by harnessing the power of the largest marine based social media following, This year-round platform delivers consistent results by leasing the marine industry in content creation strategy.

NN Package Includes:

- Posting calendar & campaign report
- Promotional video
- 12 story posts
- 4 in-feed posts
- Call to Actions links/copy

Click [here](#) to view Video Examples

FEATURED ON:



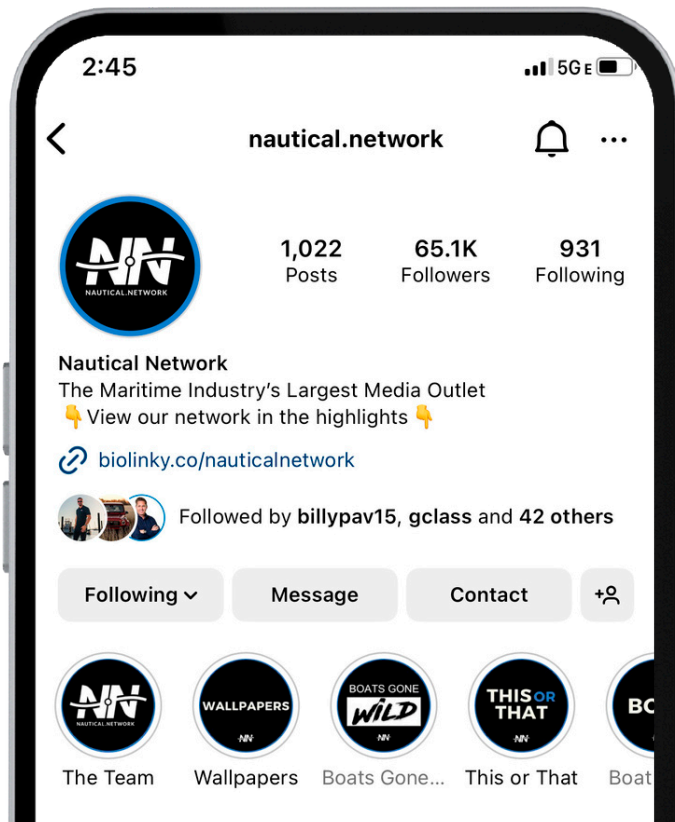
*Check Out
NN Stats!*



8M+
social media
reach



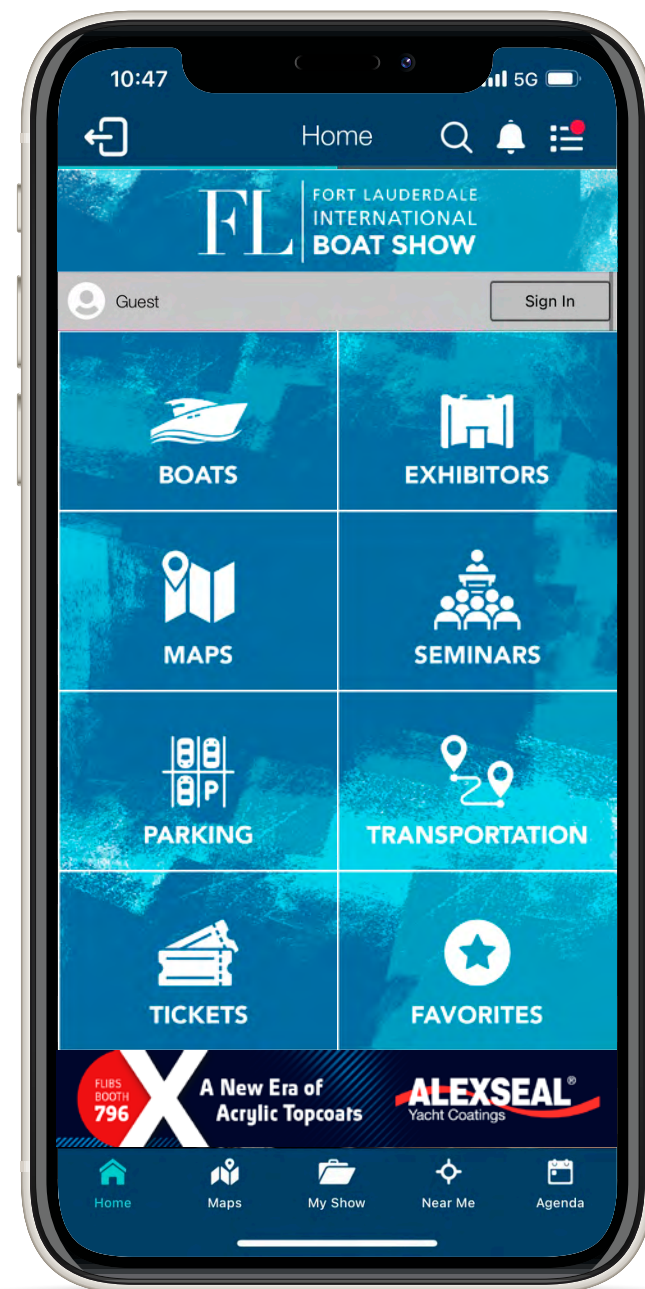
3M+
total social
following



OFFICIAL MOBILE APP TITLE SPONSOR | \$50,000

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.*

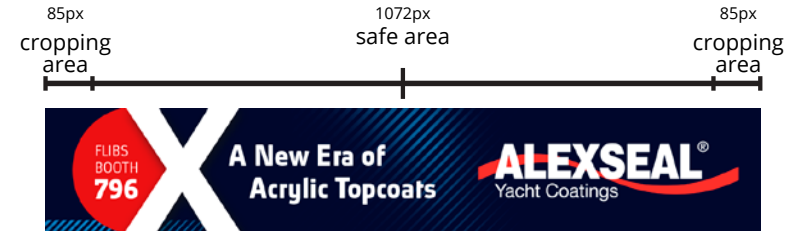
OFFICIAL MOBILE APP

In-App Banner Ad | \$5,000

- Placement in rotation of banner ads, limit 5 per show
- Banner Ad Front Display Pop-up (Size 2038 x 2688)
- Banner Ad In-App Home Screen (Size 2038 x 2688)

App Push Notification | \$500

- Custom dedicated push notification on Official Show App



SUPER YACHT VILLAGE

Superyacht Village located at Pier Sixty-Six Hotel & Marina's new "Pier South" is an exclusive marina featuring the largest and most luxurious vessels at the show. Climb aboard a superyacht or meet with world-renowned yacht builders to design your next project.



Superyacht
VILLAGE

SYV PRESENTING SPONSOR *(2 Year Agreement Term)*

As the distinguished Presenting Sponsor for SYV, you will receive:

- Exclusive naming rights of SYV (Co-located Logo)
- Dedicated Space within SYV
- Dedicated brand signage
- Branding across all SYV show signage
- Targeted social media and email marketing campaign with analytics
- Mention in every print/TV ad inclusive of press releases
- Satellite Media Tour/Fox Sports 1 Hour Special – Short Shoot
- 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*

SYV ACTIVATION | \$50,000

SPONSORSHIP INCLUDES:

- Create your own activation area within SYV
- Logo included on general SYV signage + Map callout
- Targeted social media and email marketing campaign
- Tickets + credentials package
- 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

Experience our exclusive luxury indoor/outdoor oasis retreat of the Windward VIP Club located at the Bahia Mar Yachting Center's Captain's Lounge.



WINDWARD VIP CLUB PRESENTING SPONSOR | \$100,000

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
- Marketing Package included*



VIP TICKET PERKS

- Premium Open Bar, Gourmet Food, and Private Restrooms
- Access the Show 1 Hour Early Through the Bahia Mar South Entrance.
- Complimentary Shuttle and Water Taxi Service to and From All 7 Boat Show 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.*

WINDWARD VIP CLUB PACKAGES

VIP Activation | \$50,000

- 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 | \$25,000

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



VIP Wristbands | \$6,000

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



VIP Inserts | \$5,000

- Present your ideal clients with a gift to make them remember you
**Items must be approved by marketing department as sustainable materials or multi-use products*

STATISTICS

39% → \$500K+
income

**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.*

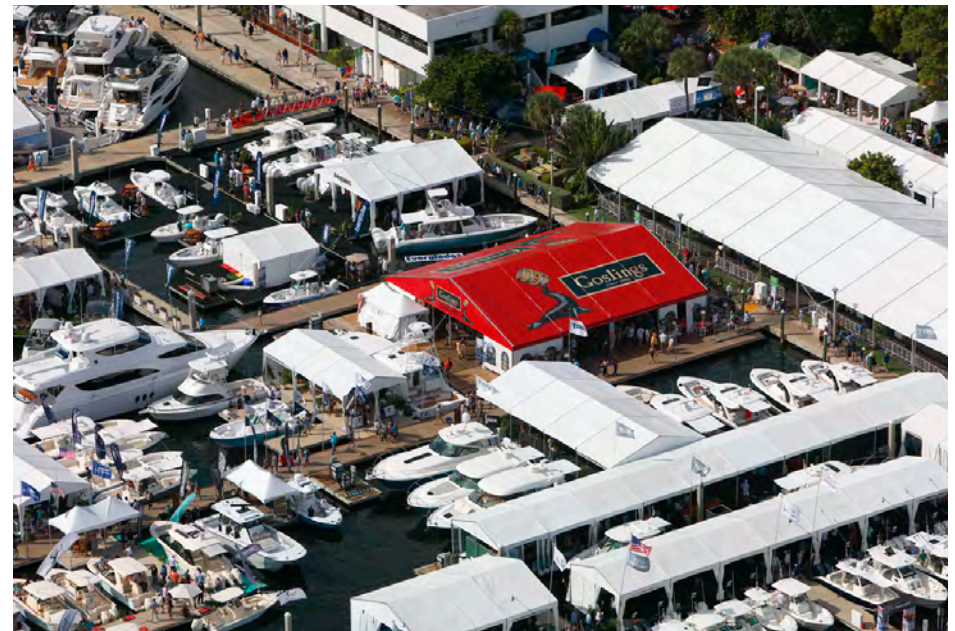
BAHIA MAR ZONE PACKAGES

BAHIA MAR ZONE PACKAGES | STARTING AT \$100,000

SPONSORSHIP INCLUDES:

- Custom Branded Gable (where applicable)
- Extensive signage plan through and near space
- Inclusive of floor stickers, meter boards, ramp banners, and additional opportunities
- Co-branded location name and mention in all media, communications, and Show Map
- Marketing Package included*

Available Locations: Entrance Tent, Marine Equipment, Yacht Builders + Electronics, Engine Tent, Cocktail Barge/Bar



**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.*

BROWARD COUNTY CONVENTION CENTER

The Convention Center showcases fishing boats, marine accessories, the latest technology in electric vehicles (EV) and Nautical Venture's AquaZone (40,000 gallon freshwater pool). This location introduces boaters to innovative sporting products.



BCCC PRESENTING SPONSOR | \$150,000

SPONSORSHIP INCLUDES:

- Exclusive naming rights of BCCC (Co-located Logo)
- Dedicated Space within BCCC
- Dedicated brand signage and branding across all official BCCC show signage
- Targeted social media and email marketing campaign with analytics
- Registration and ticketing package benefits
- Highlights in every print/TV ad inclusive of press releases mentioning BCCC
- Featured in Satellite Media Tour/Fox Sports 1 Hour Special – Short Shoot
- Landing page on Official Show Website
- 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.*

BCCC PACKAGES

Cocktail Bar | \$25,000

- Exclusive branding rights, naming rights, + signage for Main Bar
- Logo designated bar location on Show Map
- Highlighted in Press Release
- Marketing Package included*

A/V + Signage | Inquire about custom A/V and signage package opportunities



**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

CUSTOM COCKTAIL BARGE AT BAHIA MAR | \$125,000

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 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.*

ALCOHOL PACKAGES

Tasting Activation | \$35,000

- Serve samples at a dedicated location
- Inquire for activation areas within Bahia Mar, VIP Lounge, or SuperYacht Village
- Marketing Package included*

Pouring Rights | \$25,000

- Exclusive pouring rights as Official Show Category Beverage
(Inquire for available categories)
- Marketing Package included*

Branded Cocktail Bar | \$25,000

- Mentions in media/communications
- Logo designating bar location on Show Map
- Dedicated branding on full service satellite bar
- Marketing Package included*

Available Locations: SuperYacht Lounge, Electronics Tent, and Convention Center Main Bar



*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.

TRANSPORTATION, SHOW GUIDES, AND REGISTRATION

TRANSPORTATION

Attendees are provided with complimentary shuttles, which operate one hour before the show opens until one hour after the show closes.

Shuttle Bus Transportation Full Fleet | \$100,000

Shuttle Bus Transportation Half Fleet | \$60,000

- Exclusive branding on shuttle buses + boarding areas
- 30s – 1min Video Loop on bus TV's
- Opportunity to provide branded shirts and hats for drivers
- Logo on Homepage and Show Map
- Banner Ad on Transportation landing page
- 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.*

SHOW GUIDE | \$30,000

Be featured as the official map and show guide sponsor. Guides are available at all show locations and online.

- Available at info desks and main show entrances
- One full page Dedicated Ad
- Logo placement on website, printed, and digital map
- Branding on Show Guide signage throughout show
- 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.

REGISTRATION AND TICKETING

Registration Title Sponsorship | \$50,000

- 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

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 Bahia Mar and SuperYacht Village.

WIFI TITLE SPONSOR | \$100,000

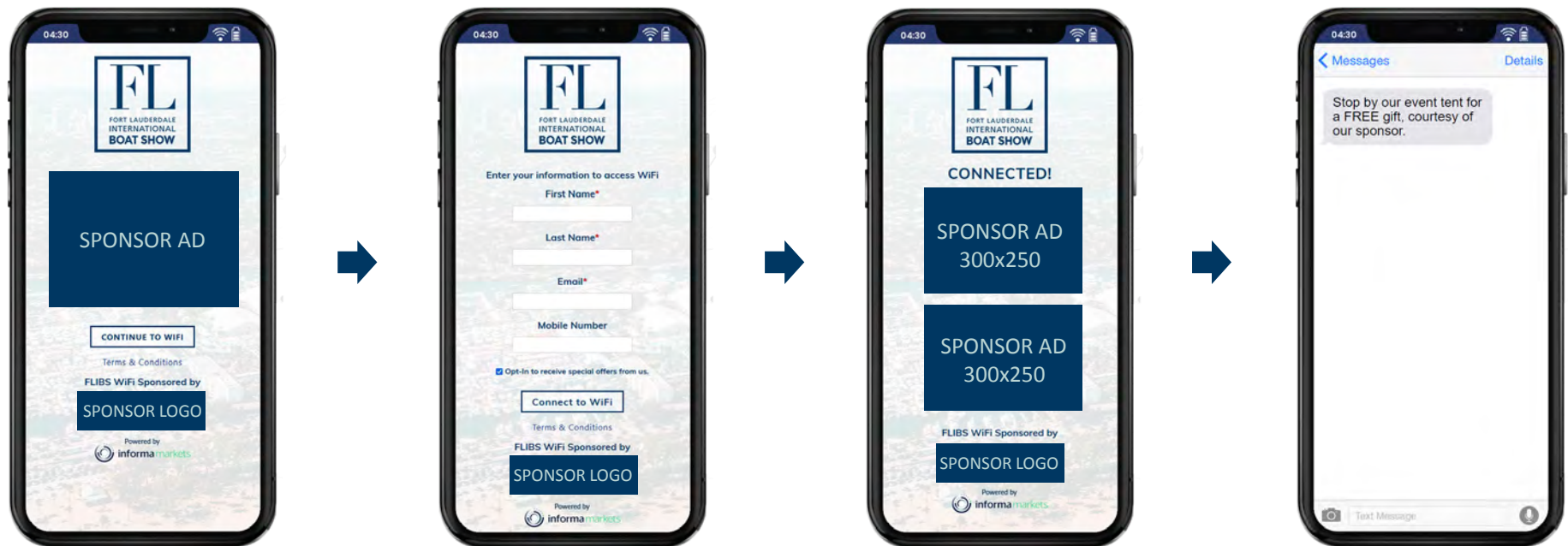
SPONSORSHIP INCLUDES:

- 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 FLIBS 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

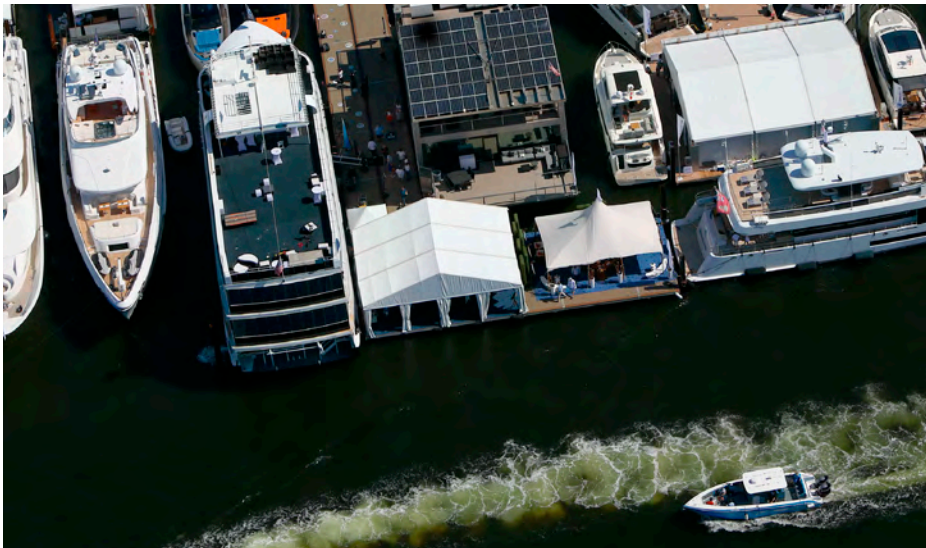
- △ Increase Brand Promotion
- △ Complementary to Other Marketing & Promotional Efforts
- △ One-to-One Mobile Engagement
- △ Mobile Data Capture
- △ Reporting and Analytics
- △ Branded WiFi Guest Flows
- △ Custom Landing Page Redirects
- △ Multiple Advertising Formats (Video/Static Image, Splash Page/Landing 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 TENDER LOUNGE | CALL FOR PRICING *(Limit 2)*

Invited guests board private tenders from VIP yacht clients exclusively hosted by the most prestigious yacht and marine manufacturers and brokers in the industry. Private tenders continuously route between SuperYacht Village and Bahia Mar on all show days.

SPONSORSHIP INCLUDES:

- Exclusive branding rights to a 20x20 private tender lounge
- Space includes: White Tent, Carpet, and Electrical
- Opportunity to provide a branded activation and interactive experience for clients while they wait for their private tender
- 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.*

PRIVATE EVENTS

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

Prices ranges between **\$25,000 - \$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

Dean Fillichio | Director of Sales

dean.fillichio@informa.com

Scott Cohen | Director of Sales

scott.cohen@informa.com

Nickolas Pantner | Business Development Manager

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Santiago Stanham | Business Development Manager

santiago.stanham@informa.com

Parker Ward | Business Development Manager

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Leo Gallardo | Business Development Manager

leo.gallardo@informa.com

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



FL

FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

THANK YOU

OCTOBER 25-29, 2023



Marine Industries Association
of South Florida
Since 1961



informa
markets