

# salonnautico

INTERNACIONAL DE BARCELONA

**14-18 OCTOBER 2015**  
PORT VELL



**Fira Barcelona**

[www.salonnautico.com](http://www.salonnautico.com)

#SalonNauticoBcn



# on course 2015



The sea is life and Barcelona lives the sea





# Port Vell. A unique location





## Salón Náutico 2014. The figures speak for themselves

53.216 visitors

236 exhibitors

650 boats on show

140 yachts and super-yachts on the water

62% Exhibitors achieved their participation objectives

40,9% Believe better results than last year

75,6% Companies have confirmed their intention to return in 2015

A consolidated and successful model





## Loyal, diverse and quality visitors seeking experiences in the world of the sea

- 78,4% Only visit the Barcelona Boat Show
- 28,5% Come from the rest of Spain and 4.6% are from abroad
  - 73% Recreational and 27% industry professionals
  - 88% Say they will come back





## Quality visitors who provide business

- >25% Come to take buying decisions at the Show
  - 42,6% Want to buy a boat
  - 35,3% Are looking for accessories or electronics
  - 29,2% Visit the Show to see the latest products
  - 52,2% Already own a boat
  - 83% Are satisfied or very satisfied with their visit
- The best rating since 2007





## Salón Náutico 2015

A space with unparalleled potential

- for launching new products
- featuring business opportunities
- for building customer loyalty
- to learn about new consumer trends and interests





## Moll de la Fusta: An ocean of experiences

- Exhibition Area
- Floating exhibition area
- Fun Beach Area
- Traditional Sailing
- Espai del Mar







## Moll d'Espanya: luxury on board

- Exhibition area
- Yachts and super-yachts on the water
- Nautic Village





## One course, lots of destinations

- Shopping Area
- Fun beach
- Nautical décor and gifts
- Motor and sailing boats
- Sailing schools
- Institutions
- Launches - Sport Boats
- Bookshops
- Motors
- Inflatables
- Fishing
- Trade press
- Ports and equipment
- Scuba diving
- Nautical tourism and charters
- Dinghy sailing
- Nautical clothing
- Yachts, super-yachts and mega-yachts





## In contact with nautical enthusiasts

With marketing actions to a DB containing over 118,000 records

With 9,300 active followers on social media





# A powerful campaign. A tangible investment

Valued at €3 million  
Distributed in print media, television, radio, online  
media and international media  
Over 900 mentions  
Audience of 250 million people





## Booking options

We want you to come on board





## Space rates

- From 9 to 99.9 sq.m ..... €100/sq.m + VAT
  - From 100 to 224.9 sq.m ..... €95/sq.m + VAT
  - From 225 to 349.9 sq.m ..... €90/sq.m + VAT
  - Over 350 sq.m ..... €85/sq.m + VAT
- VAT= 10%

For spaces less than 50 sq.m FIRA DE BARCELONA tents and/or hospitality facilities must be hired  
Applications received before 30 June will enjoy a 5% discount on space rates





# Rates for boats on the water

## Moorings

- Boats 8 to 11 m long..... €2,900/u + VAT
  - Boats 11.1 to 16 m long..... €3,700/u + VAT
  - Boats 16.1 to 30 m long .....€4,500/u + VAT
  - Boats > 30 m long .....€6,500/u + VAT
- VAT= 10%

## Supplements

- Boats with a beam from 6 to 7.5 m ..... €900 + VAT
- Boats with a beam > 7.5 m ..... €1,300 + VAT
- Electrical installation and supply
  - Single phase (32A) .....€275 + VAT
  - Three phase (63A) .....€600 + VAT

Applications received before 30 June will enjoy a 5% discount on mooring rates





# Tent

## Tent Price (space included)

9 sq.m .....	€2,250 + VAT
16 sq.m.....	€3,400 + VAT
25 sq.m.....	€4,625 + VAT

Participation fee, electricity use and compulsory insurance not included.

Applications received before 30 June will enjoy a 5% discount on space rates. Furniture and interior panelling packs can be hired through the Exhibitor Area.

## COMMON CHARACTERISTICS:

- Structure: It is a modern tent with a pagoda-shaped roof and open plan inside. This structure has white and opaque PVC side curtains with the option of a decorative arched window
- Lighting: By 100 W halogen spots
- Electricity: Includes a 3.3 kW electrical switchboard with 3 sockets
- Fascia board: 3mm Forex 40 cm in height, full colour printed with the exhibitor's name or logo
- Carpet: standard blue







# Hospitality

Hospitalities Price (space included)

15 sq.m..... €3,705 + VAT

Participation fee, electricity use and compulsory insurance not included

## COMMON CHARACTERISTICS:

- Structure: Product designed for high-end hospitality that includes panoramic glass and/or PVC panels, a rigid curved PVC roof and clip suspended floor
- Lighting: By 100 W halogen spots
- Electricity: Includes a 3.3 kW electrical switchboard with 3 sockets
- Fascia board: 3mm Forex 40 cm in height, full colour printed with the exhibitor's name or logo
- Carpet: standard blue

Applications received before 30 June will enjoy a 5% discount on space rates  
Furniture and interior panelling packs can be hired through the Exhibitor Area





# Hospitality

## Chalet Hospitalities Price (space included)

25 sq.m.....	€5,900 + VAT
36 sq.m.....	€7,992 + VAT

Participation fee, electricity use and compulsory insurance not included.

Applications received before 30 June will enjoy a 5% discount on space rates.  
Furniture and interior panelling packs can be hired through the Exhibitor Area.

## COMMON CHARACTERISTICS:

- Structure: The Chalet Dome is a modern, stylish and attractive hospitality facility with a white PVC curved roof . It comes with a clip suspended floor and ceiling tensioning system
- Lighting: By 100 W halogen spots
- Electricity: Includes a 3.3 kW electrical switchboard with 3 sockets
- Fascia board: 3mm Forex 40 cm in height, full colour printed with the exhibitor's name or logo
- Carpet: standard blue





## Growing pack

The easiest and cheapest way to participate in the Boat Show

- Start Ups/Innovation Area
- Growing Area

Price (space included)  
6 sq.m ..... €1,680 + VAT

Participation fee included. Electricity use and compulsory insurance not included

### COMMON CHARACTERISTICS:

- Structure: 2x3 m stands separated by a low wall 1.10 m in height and 3 m deep creating adjoining spaces covering 6 sq.m

Outside items:

- Curtains: White PVC perimeter canvas with curtain closing at night
- Fascia board: All the structures have the exhibitor's name in lettering or logo on the front of the canvas

General internal items for all the structures:

- Floor: Suspended module floor system. Platform flooring with aluminium base consisting of multilayer chipboard boards that can support 500 kg/sq.m
- Electricity and lighting: 3.3 kW switchboard. 1 light-track with 2 100 W spots is provided per stand
- Sockets: 3 2-2 pin sockets are supplied per stand
- Carpet: standard blue





## Visibility Pack

To increase your presence at the Show

- Prominent presence of the exhibitor brand in media specials and agreements signed by the Boat Show: Salón Náutico / Nauta 360, Panorama Náutico, Ronda Iberia, El Mundo, La Vanguardia special issues.
  - Inserting a promotional video on full-screen (3 m x 2 m) displays at the entrances to the Boat Show.
  - Right banner on the Boat Show website.
  - Publicising news and information about the exhibitor company through social media.
- Presence in these media is subject to availability on the contract date.

Price: €2,500 + 10% VAT





# Online advertising

With over **123,500** visits to the website

Top Banner: €2,000 + VAT

- Banner 980x50 px
- Rotating. Reserved for special sponsors
- Spaces available: 3
- .jpg .gif .flash
- Maximum 40 kb

Right Banner: €1,000 + VAT

- Banner 300x50 px
- Spaces available: 4
- .gif .flash
- Maximum 40 kb

Logo Banner: €300 + VAT

- Logo and link 90x60 px
- Spaces available: 8
- .gif .jpg
- Maximum 8 kb

Hiring these banners (Top, Right and Logo) on the Show website is subject to availability on the contract date





## Barcelona Boat Show. An unmissable event

For more information, please contact:

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