

salonnautico

INTERNACIONAL DE BARCELONA

11-15 OCTOBER 2017
PORT VELL, BARCELONA


Fira Barcelona

*immerse
yourself in
a successful
experience*





THE SEA LIVES IN *barcelona*

Tradition, sea, innovation and tourism.

**Located in an exceptional environment
and with a great seafaring tradition,
Barcelona is the ideal city to host the
Boat Show.**

The city is a guarantee of success for a show with international reach that's right up with the latest trends and innovations.



port well

A UNIQUE PORT IN
THE MEDITERRANEAN

Salón Náutico makes the most of the great advantage of being in the heart of a big city to attract tens of thousands of visitors, lovers of the sea and sailing, and give them a matchless opportunity to do business while living authentic sea experiences.

NUMBERS THAT DEMONSTRATE *our success*

**A platform and meeting point
for the industry,** in 2016 the
Salón Náutico once again grew in number of
exhibitors and maintained a high level
of participant satisfaction.

Being at the Show is proving to be
increasingly **profitable**.
A large number of exhibitors
have met their
participation targets.

261

exhibitors,
+7% more than the
the previous year.

165

boats afloat.

+7%

of exhibition area.

68.8%

of exhibitors met their
participation objectives.

77%

satisfied with the results
of their participation.

84%

had participated in
previous editions.

58.6%

of the business generated
at the Show accounts for
50% of annual sales.

74%

will come back next
year, which confirms
the industry's recovery.



visitors

WHO LIVE THE SEA



Thousands of lovers of the sea visit us year after year, making the Boat Show ever more vigorous with longer visits and greater profitable business expectations.

56,104

visitors, **+3.85%** more than the previous year.

80.5%

are visitors who have come back.

72%

general public.
28% professional public.

19.5%

are new visitors.

Another edition with a favourable wind.

visitors WHO LIVE THE SEA

We give you the opportunity to reach increasingly international visitors who provide business.

A target that knows what they are looking for and which finds it at the Salón Náutico.

More international every year:

69.4%

Catalan visitors.

23.2%

from the rest of Spain.

7.4%

international visitors.

Visitors who provide business :

49%

already own a boat.

38%

intend to buy.

80%

do not visit any other boat shows.

A visitor who finds what they are looking for:

81%

leave satisfied or very satisfied.

90%

want to come back to the next edition.

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IMMERSE YOURSELF IN UNIQUE EXPERIENCES



Attractive experiences for all audiences.

BOATS AFLOAT.

FLOATING EXHIBITION AREA.

FUN BEACH AREA: aimed at the youth market with surfing, windsurfing, paddle surfing, kayaking and dinghy sailing.

FLY-BOARD: nautical showmanship.

SUP DEMOS AND EXCURSIONS: do Stand-Up Paddle (SUP) boarding, the most popular sport on half the world's beaches.

SWIMNIGHT & KAYAK: find out about this sport which will be done at night for the first time in Port Vell!

MARINA TRADITIONAL: a showcase of traditional boats and sailing practices from the early 20th century.

SEA BAPTISMS: creating new sea wolves (Catalan Sailing Federation).

2ND ENTREPRENEURS & START-UPS CONFERENCE: conference for entrepreneurs and start-ups connected with the industry which will be attended by 18 technology and nautical services companies.



NAUTIC FOOD PLAZA: dining area where you can taste various cuisines in an idyllic setting.

THE NAUTIC VILLAGE BY THE COOLUXURY : find the latest trends in fashion, jewellery and gastronomy in an exclusive venue.

ONEOCEAN CLUB: the show includes the OneOcean Club restaurant as a new social centre for visitors and exhibitors. An ideal place for networking and new business.

NAUTICAL NIGHT: the show is also open at night, featuring an exclusive ambience of music, tasting sessions, activities, etc.

A wide range of quality activities for all industry professionals.

ESPAI DEL MAR: the meeting point for the industry featuring sector debates, presentations of regattas, nautical activities and workshops.

REGATTAS AND TROPHIES: during the show some major regattas and trophies will be presented, including the Salt Route, Melilla Náutica, the Euro Laser Masters Cup, the Atlantic Gran Prix, and many more.

LIVE THE
largest
RANGE IN
THE INDUSTRY

SHOPPING AREA / FUN BEACH / NAUTICAL
DECORATION 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 / BOATING AND
CHARTER



*a great
campaign*

WORKING FOR
YOUR BRAND

Valued at €3 million

Distributed in print media, television, radio, online media and international media.

More than 900 mentions

Audience of 250 million

Over 21,138 followers on social media

182,135 web visitors during campaign.

We are expanding our national and international visibility. Salón Náutico is experienced beyond the fairground due to a powerful communication campaign. We reach new quality users, professionals and more lovers of the sea.



LIVE A NEW EDITION
heading towards
NEW HORIZONS

Discover all the potential of a matchless place for:

- Introducing new trends
- Catering for consumer interests
- Releasing new products
- Building customer loyalty

Through:

- Larger exhibition areas
- Communication campaign
- Visits by professionals and lovers of the sea and sailing

¡More than 56,000 people are waiting for you!

Make the most of the ideal port for your business success that ensures your participation is extremely profitable.



booking options

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.



Rates for boats on the water

Moorings:

| | |
|------------------------|----------------|
| Boats 8 to 11m long | €2,750/u + VAT |
| Boats 11.1 to 16m long | €3,540/u + VAT |
| Boats 16.1 to 30m long | €4,500/u + VAT |
| Boats >30m long | €5,040/u + VAT |

(VAT10%)

Supplements:

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

(VAT 10%)

modalidades de participación

Tent

Tent Price (space included):

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

(VAT10%)

Participation fee, electricity use and compulsory insurance not included.



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: 3 mm Forex 40 cm in height, full colour printed with the exhibitor's name or logo.

Carpeting: Standard blue.

Furniture and interior panelling packs can be hired through the Exhibitor Area.

booking options

Hospitalities

Chalet Hospitalities Price (space included):

| | |
|---------|--------------|
| 15 sq.m | €3,705 + VAT |
| 25 sq.m | €5,900 + VAT |
| 36 sq.m | €7,992 + VAT |

(VAT10%)

Participation fee, electricity use and compulsory insurance not included.

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 40cm in height, full colour printed with the exhibitor's name or logo.

Carpeting: Standard blue.

Furniture and interior panelling packs can be hired through the Exhibitor Area.



booking options

GROWING PACK

The easiest and cheapest way to participate in the Boat Show
Start Ups / Innovation Area.
Growing Area.

Price (space included):

€1,680 + VAT

(VAT10%)



Common characteristics

Structure: 2x3m stands separated by a low wall 1.10m in height and 3m 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 sans serif lettering or logo on the front of the canvas.

GENERAL INTERNAL ITEMS FOR ALL THE STRUCTURES:

Flooring: Suspended module floor system. Platform flooring with aluminium base consisting of multilayer boards that can support 500kg/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.

Carpeting: Standard blue.

booking options



VISIBILITY PACK

Common characteristics

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 (3m x 2m) 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 + VAT
(VAT10%)

booking options

With over 182,135 visits to the website.

| TOP BANNER | RIGHT BANNER | LOGO BANNER |
|---|---|---|
| Banner 980x50 px Rotating. Reserved for special sponsors Spaces available: 3 Format: .jpg .gif .flash Maximum 40 kb | Banner 350x50 px Spaces available: 4 Format: .gif .flash Maximum 40 kb | Banner 90x60 px Spaces available: 8 Format: .jpg .gif Maximum 8 kb |
| Prices: €2,000 (VAT10%) | €1,000 (VAT10%) | €300 (VAT 10%) |

WANT TO EXHIBIT?

Contact us and we'll help you get the most out of your participation.

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