

salonnautico

INTERNACIONAL DE BARCELONA

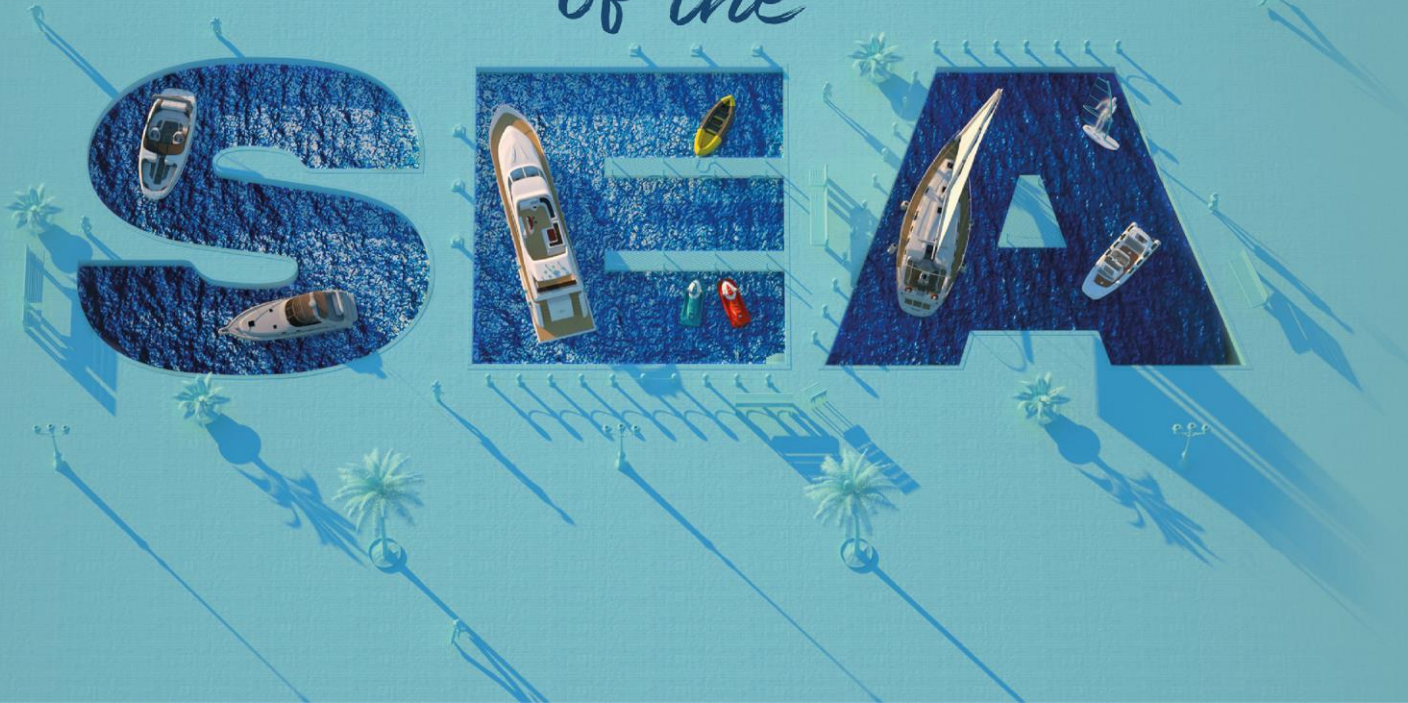
FROM 10 TO 14 OCTOBER 2018

PORT VELL BARCELONA



Fira Barcelona

# Fans of the



# Barcelona

## THE BEST MEETING POINT

Barcelona is not just a city with an exciting nautical history, it is also the door to the south of Europe and a bridge to Latin America.

A meeting point bringing together great conventions that gather over 650,000 professionals and welcome millions of visitors each year.

Barcelona has become the capital of the Mediterranean area, a place that attracts business.



# Port Vell

## THE PERFECT SETTING

**A prestigious port at the heart of a great city.**

This is the main reason why the event calls out to scores of fans, lovers of the ocean and boating, offering great business opportunities.



# A Growing

## SHOW

Our success is showcased by our numbers year after year. In 2017, the Boat Show attracted higher-quality visitors and proved that being there is increasingly profitable.

This year, we must highlight the amount of exhibitors who have achieved their participation goals for this event.

**252**

exhibitors,  
+7% than the  
previous edition.

**152**

boats.

**+8,3%**

exhibition area.

**72,8%**

of exhibitors  
achieved their  
participation goals.

**77%**

are satisfied with  
their participation  
results.

**80%**

Had participated in  
previous editions.

**58,6%**

of the business generated  
in the Show represents  
50% of the annual sales.

**74%**

will come again in the following  
edition, which confirms the  
recovery of the sector.

# Real fans,

## REAL CLIENTS

The ocean is attractive to all, but it's also a business generator. Fans attract more exhibitors year after year to the Boat Show and generate more profitable business expectations.

**51.762**

Visitors.

**80,5%**

are visiting again.

**72%**

general public  
28% professional visitors.

**19,5%**

are new visitors.



# The Show,

A BUSINESS OPEN TO ALL

A faithful visitor and fan of the nautical world.  
A unique target and a great opportunity for  
businesses to make their participation profitable.

An increasingly international focus:

69,4% of Catalanian visitors.

23,2% from the rest of Spain.

7,4% international visitors.

Visitors who bring business:

49% have a boat.

38% intend to buy.

80% don't visit any other boat show.

A visitor who finds what they're looking for:

81% leaves satisfied or very satisfied.

90% wants to come back on the next edition.

# Unique

## ACTIVITIES

**FUN BEACH AREA:** A youthful and fun area focused on surf, windsurf, paddle surf, kayaks and light sailing.

**REGATA BARCELONA, PADDLE RACE, OPEN SEA KAYAK.**

**DEMONSTRATIONS AND SUP OUTINGS:** enjoy Stand Up Paddle (SUP), the hottest beach sport worldwide.

**SWIMNIGHT & KAYAK:** get to know this sport that will be enjoyed for the first time ever in Port Vell, at night!

**TRADITIONAL MARINA:** a show featuring the life of the boating and nautical sector from the beginning of last century.



# Unique

## ACTIVITIES

**FIRST DIVES:** creating new sea dogs (Federación Catalana de Vela).

**III JORNADA D'EMPREDORS & STARTUPS:** Sessions dedicated to entrepreneurs and start-ups related to the sector, in which 18 companies from the technological and nautical services world will meet.

**NAUTIC FOOD PLAZA:** a gastronomic area in which to enjoy different types of cuisines in a perfect environment,

**THE NAUTIC VILLAGE BY THE COOLUXURY :** Find the latest fashion, jewellery and gastronomic trends in an exclusive location.

**ONEOCEAN CLUB:** The event will include a social centre for visitors and exhibitors at the OneOcean Club restaurant. An ideal space for networking and new businesses.

**NIT DE LA NÀUTICA:** The event carries on to the evening with an exclusive environment filled with music, tastings, activities, etc.





# The broadest offer

## OF THE SECTOR

SHOPPING AREA / FUN BEACH / NAUTICAL DÉCOR AND GIFTS / MOTOR AND SAILING BOATS /  
NAUTICAL SCHOOLS / INSTITUTIONS / SPEEDBOAT-SPORT BOATS / BOOKS SHOPS / MOTORS /  
PNEUMATIC / FISHING / TECHNICAL PRESS / PORTS AND EQUIPMENT / DIVING / NAUTICAL  
TOURISM AND CHARTERS / LIGHT SAILING / NAUTICAL CLOTHING / YACHTS, SUPERYACHTS AND  
MEGAYACHTS / CHARTER



# The Campaign of

## A GREAT SHOW

Valued in 3 million euros

Shared on press, television, radio, online media and international media.

Over 900 mentions

Reach 250 million people

Over 21,138 followers on Social Media

182,135 Website visitors during the campaign.

We increase our national and international visibility.

The Boat Show goes beyond the fairground thanks to a high-impact communication campaign. We reach new quality users, professionals and more sea lovers.



# Discover

## A SPACE FULL OF OPPORTUNITIES

Over 51,000 fans are expecting you, don't miss out on this opportunity to:

- Showcase new trends
- Respond to the consumers' interests
- Launch breakthroughs
- Gain customer loyalty

Through:

- Great exhibition areas
- Communication campaign
- Visits from nautical professionals and lovers of the sea



# Forms of

## PARTICIPATION

### Space prices

From 9 to 99,9m <sup>2</sup>	100€/m <sup>2</sup> +VAT
From 100 to 224,9m <sup>2</sup>	95€/m <sup>2</sup> +VAT
From 225 to 349,9m <sup>2</sup>	90€/m <sup>2</sup> +VAT
Over 350m <sup>2</sup>	85€/m <sup>2</sup> +VAT

(VAT 10%)

In spaces smaller than 50 m2 it is mandatory to hire tents and / or hospitality areas from Fira de Barcelona.

### Prices for floating boats

#### Moorings:

Boats with a length from 8 to 11m	2.750€/u +VAT
Boats with a length from 11,1 to 16m	3.540€/u +VAT
Boats with a length from 16,1 to 30m	4.000€/u +VAT
Boats of >30m of length	5.040€/u +VAT

(VAT 10%)

#### Extras:

Boats with a beam from 6 to 7,5m	900€ +VAT
Boats with a beam of > 7,5m	1.300€ +VAT
Electric installation and supply	
Single-phase (32rd)	275€ +VAT
Three-phase (63rd)	600€ +VAT

(VAT 10%)

# Forms of PARTICIPATION

## Tents

### Price of Tent (space included):

9m<sup>2</sup> 2.250€ +VAT

16m<sup>2</sup> 3.400€ +VAT

25m<sup>2</sup> 4.625€ +VAT

(VAT 10%)

Registration fee, electricity consumption and required insurance are not included.

## Shared characteristics

**Structure:** It is a modern tent with a pagoda-shaped top and an open space. This structure has lateral white PVC curtains, white and opaque, and it is possible to include a decorative arched window.

**Lighting:** Based on 100W halogen fixtures.

**Electricity:** Includes an electrical board of 3.3kW with 3 electricity outlets.

**Poster:** 3mm Forex that is 40cm high, printed in full colour with the name or the logo of the exhibitor.

**Carpet:** Standard blue.

The furniture and interior panelling packs can be hired through Servifira.



# Forms of PARTICIPATION

## Hospitalities

### Price of Hospitalities Chalet (space included):

15m <sup>2</sup>	3.705€ +VAT
25m <sup>2</sup>	5.900€ +VAT
36m <sup>2</sup>	7.992€ +VAT

(VAT 10%)

Registration fee, electricity consumption and required insurance are not included.

The furniture and interior panelling packs can be hired through Servifira.

### Shared characteristics

**Structure:** The Chalet Dome is a modern, elegant and attractive hospitality area with a curved PVC ceiling. It is provided with a floor tensioning system and a suspended connecting top.

**Lighting:** Based on 100W halogen fixtures.

**Electricity:** Includes an electrical board of 3.3kW with 3 electricity outlets.

**Poster:** 3mm Forex that is 40cm high, printed in full colour with the name or the logo of the exhibitor.

**Carpet:** Standard blue.



# Forms of PARTICIPATION

## Growing Pack

The easiest and cheapest way to participate at the Boat Show.

Start Ups / Innovation area.

Growing area.

Price (space included): **1.680€ +VAT**

(VAT 10%)

### Shared characteristics

**Structure:** 2x3 m stands separated by a wall that is 1.10 m high and 3 m deep, creating co-adjointed spaces of 6 m<sup>2</sup>.

### EXTERNAL ELEMENTS:

**Curtains:** White PVC canvas perimeter with a curtain closure at night.

**Poster:** All of the structures will include the name of the exhibitor in print letters or logo on the front of the canvas.

### GENERAL INTERNAL ELEMENTS SHARED FOR ALL THE STRUCTURES:

**Floor:** Suspended module flooring system. Platform type material with an aluminium base created by chipboard plaques which is capable of supporting up to 500 kg/m<sup>2</sup>

**Electricity and lighting:** Electrical board of 3.3 kW. A line of 2 strands of 100 w lights per stand will be installed.

**Outlets:** 3 outlets will be provided with 2-2 pins per stand.

**Carpet:** Standard blue.

**Furniture:** 1 booth and 1 stool



# Forms of PARTICIPATION

## VISIBILITY PACK

### Shared characteristics

To increase your presence at the event:

- Relevant presence of the exhibitor brand in some of the special features and media agreements with the Boat Show / Nauta 360, features in El Mundo, La Vanguardia.
- **Insertion of the promotional video** in the full screens (3m x 2 m) located at the Boat Show accesses.
- **Sharing of novelties and information regarding the exhibiting company** through social media and the logo on the event website.

The presence in these media outlets depends on the availability on the booking date.

**Price:** **2.500€ +VAT**  
(VAT 10%)

LA VANGUARDIA

EL MUNDO

NAUTA360.COM





# Forms of PARTICIPATION

With over 182,135 website visits.

## 1. Exclusive Top Banner on activities page

### Technical requirements:

- Measurements on desktop version: 950x50
- Measurements on mobile adaptation: 320x50
- Website exhibitor URL

Details of the 2017 campaign: 150,409 website visits

**Price:** **3.000€ +VAT**  
(VAT 10%)

## 3. Logo on dates, schedule and location page

Website exhibitor URL

**Price:** **1.500€ +VAT**  
(VAT 10%)

## 2. Exclusive Top Banner on ticket sale page (Accreditations system)

### Technical requirements:

- Measurements: 1.170x100

**Price:** **3.000€ +VAT**  
(VAT 10%)

## 4. Visibility on Social Media

- 1 sponsored post on Facebook, Instagram. Post on Twitter.
- Sharing of contents in the news and updates page of the Show.

### Technical requirements:

JPG image, copy, URL link, identity on Social Media.

**Price:** **2.000€ +VAT**  
(VAT 10%)

Datos campaña 2017:



16.582



5.750



1.695



116



131 subscribers / 51.431 views

Do you have  
your space yet?

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