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INTERNACIONAL DE BARCELONA

WELCOME TO THE SEA

October 12 - 16 2022
Barcelona, Port Vell




Fira Barcelona

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Entertainment



THE SEA BRING
US TOGETHER



Innovation



60
EDICIÓN



Business

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THE SEA BRING US TOGETHER

If the sea is your land, the Barcelona International Boat Show opens new paths towards a more innovative, global, modern and sustainable nautical industry.

Because the future of the sea can only be blue.

Today, Barcelona stands as the world capital of nautical sports with the celebration of the America's Cup in 2024, the first level event that will project Barcelona to the world.

Welcome to the 60th edition of the Barcelona International Boat Show.

AN EXPANDING MARKET THAT BOOSTS YOUR BUSINESS



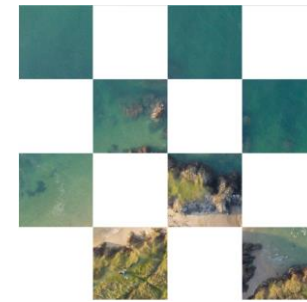
Global sales grows in Spain

+17% in 2021 vs. 2019.
And it does so in all boating
segments.



The small length is more protagonist than ever

85% of sales in Spain



The sea generates more and more interest

95,000 Masters of
Recreational Boats
issued in 2021

POSITION YOUR BRAND
IN THE KEY EVENT



360 vision

All sectors represented



2 expos

Land and floating



25.000sqm

Of booths and floating
boats.

250

Exhibitors

51.225

Visitors

31,7%

Purchase intent

19%

Professional vistors

61%

35-54 years old

8%

International visitors

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THE ULTIMATE BOOST TO YOUR BUSINESS OR PROJECT



Do you want to position your brand in the nautical community? Innovate? Speed up your business contacts? Capture new audiences? Find a business partner?



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ACHIEVE YOUR GOALS



**INNOVATION AND
BLUE ECONOMY**

We connect you with the most innovative startups and experts in ecological transition.

**NEW AUDIENCES
AND TARGETS**

We bring you closer to new audiences through actions in competitions, marinas and nautical schools.



**BUYERS AND
VIP BUYERS**

We promote the visit of national and international buyers through the VIP Buyers program with a personalized agenda service and a VIP area for your most special clients.



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COMMUNICATION 365

To keep you always connected with the nautical community through editorial and audiovisual content.



NAUTICAL COMMUNITY 4.0.

Multiply your visibility and sales opportunities beyond the physical event.

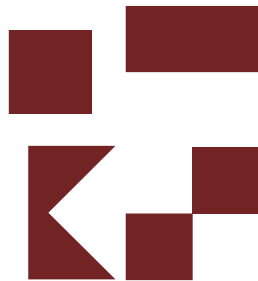


INTERNATIONAL ADVERTISING CAMPAIGN

We promote the sea as a lifestyle and the Show attendance through an intense advertising and PR campaign in online and offline media.

MORE THAN 50,000 BUSINESS OPPORTUNITIES WITHIN YOUR REACH

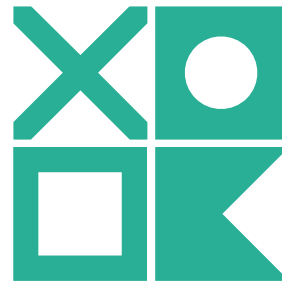
Because we organize the offer and adapt the promotional campaign according to 3 key customer profiles and their visit motivations:



SEA LOVER

Coastal sailing

Users of small length boats



VIP BUYER

Offshore sailing

Usuarios de embarcaciones de media y gran eslora.



PROFESSIONAL

Nautical trade

Dealers and retailers.

KEY PROFILES

VALUE PROPOSITION

All the offer in products, equipment and accessories to enjoy the sea in our land expo.

The best selection of power and sailing yachts from the leading brands in our floating expo.

Market novelties, innovations and trends.

IN THE WORLD CAPITAL OF THE NAUTICAL SPORTS

Barcelona, venue for the 2024 Copa América, hosts the International Boat Show at Port Vell. A privileged and excellently communicated environment that combines the best proposals in culture, gastronomy and leisure in the city with the best facilities for exhibitors and visitors.

PORT VELL

Moll de la Fusta.

Moll de Espanya.

Marina Port Vell





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NEW THEMED EXHIBITING AREAS

SEA BOULEVARD

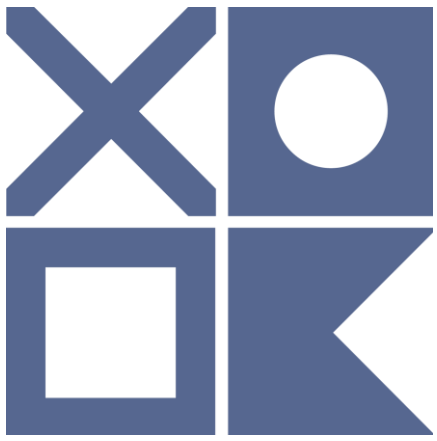
It represents the sea as a lifestyle. More than 12,000m² of booths in Moll de la Fusta with a full range of products, equipment and accessories for sports and recreational boating on the coast, as well as the largest floating exhibition of sailing yachts.

MARINA DREAM

The dream of any sailor will come true through the great floating exhibition of motor yachts and catamarans of the leading brands in Moll de España and the exclusive facilities of Marina Port Vell.

INNOVATION DOCK

The new area where the most innovative startups at an international level will present the most advanced solutions for a sustainable boating industry.



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AN OUTSTANDING VISITING EXPERIENCE FOR YOUR VIP BUYERS



The exclusive facilities of Marina Port Vell become the ideal space for social events and the VIP area.

The Show has a VIP Buyers program with agenda service and personalized attention.



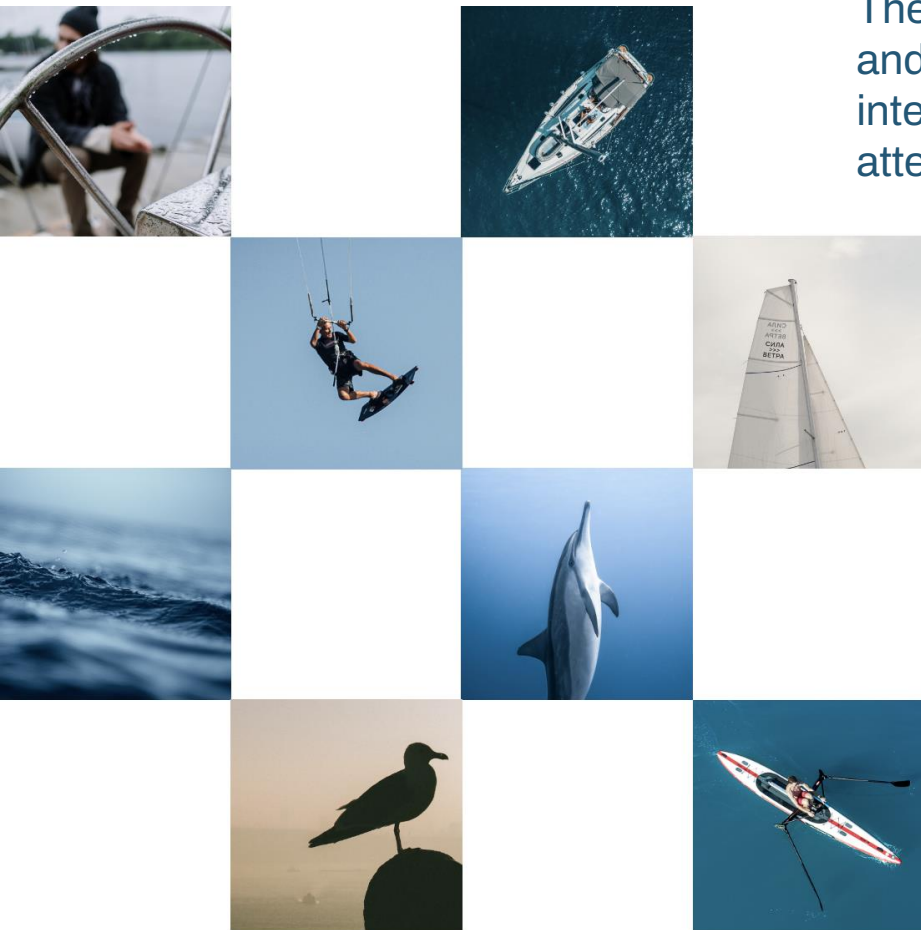


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WE EVOLVED TOWARDS A MORE INTERACTIVE NAUTICAL PLATFORM

The face-to-face event evolves incorporating digital content and new online communication channels to enhance interaction with the nautical community and increase visitor's attendance interest.



01. More segmented and oriented to the visitor's interests.

02. An informative reference for all agents of the value chain.

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COMMUNICATE THE 365 DAYS

We connect your brand with the nautical community projecting your business beyond the face-to-face event through new communication channels:



NAUTIC NEWS

Blog



NAUTIC TALKS

Podcast



NAUTIC TV

Audiovisual contents



NAUTIC SOCIAL

Social Media

JOIN THE SOCIAL EVENT OF THE SEA'S COMMUNITY

1. It is the leading and most representative event in Spain

With more than 250 participating brands we have a unique traction capacity.

2. The great moment of purchase decision.

The Show is a catalyst that accelerates decision-making and business potential.

3. The unique event with a 360 vision of sailing

All sectors represented through the main national and international brands.

4. The opportunity to position your brand in the nautical community

Connect with potential clients and new audiences through the event, its communication channels and social networks.

5. Connect with the next nautical generations.

We collaborate with federations, nautical schools and sports competitions to promote the event.

6. We generate the greatest media momentum in the nautical industry.

Industry novelties and our activities program concentrate the interest of the media and influencers.

7. More connection generates more value

More interaction increases the network effect for business.

8. The birth of a new 4.0 community.

Your brand can play a relevant role from the beginning.

9. In Barcelona, a modern and cosmopolitan city

Barcelona, capital of the Mediterranean, as a privileged environment to offer an unforgettable experience to your clients.



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PARTICIPATION GUIDE
2022

RATES

Registration fee and insurance: 368€

Space prices:

9 to 99.9 m ²	€102/m ²
100 to 224.9 m ²	97€/m ²
225 to 349.9 m ²	91€/m ²
Over 350 m ²	86€/m ²

(+10% VAT)

In spaces of less than 50 m², tents and / or hospitality tents must be contracted to Fira de Barcelona.



Prices for boats afloat

Moorings:

Boats with a length of 8 m to 11 m	2.942 €/u
Boats with a length of 11.1 m to 16 m	3.787 €/u
Boats with a length of 16.1 m to 30 m	4.387 €/u
Boats > 30 m in length	5.392 €/u

(+10% VAT)

Extras:

Boats with a beam of 6 to 7.5 m	€963
Boats with a beam of > 7.5 m	€1,391
Electric installation and supply:	
Single-phase (32A)	€315
Three-phase (63A)	€642

(+10% VAT)

TENTS

Sizes and prices:

9 m² €2,551

16 m² €3,764

25 m² €4,999

(+10% VAT)

Space and electricity included.

Does not include: Registration fees and insurance (€368).

Common characteristics:

Structure: Tent with a pagoda-shaped ceiling and an open space. Closed with white and opaque PVC curtains, with the possibility of choosing a decorated window.

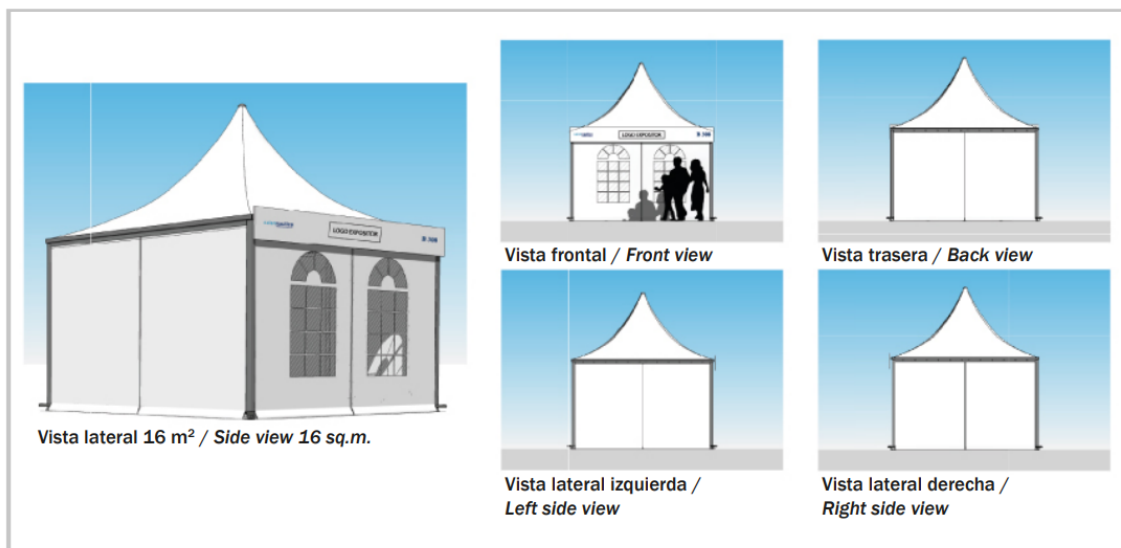
Lighting: 100-W halogen spotlights

Electricity: 3.3-kW electrical panel with 3 outlets

Wainscoting: 40-cm high sign printed in full colour with the name or the logo of the exhibitor

Carpet: Installed on wooden flooring, blue

Furniture and interior panel packages can be contracted through Servifira



CHALET HOSPITALITIES

Price of Chalet Hospitalities Tents (space included):

15 m ²	€4,113
25 m ²	€6,395
36 m ²	€8,599

(+10% VAT)

Space and electricity included.

Does not include: Registration fees and insurance (€368).

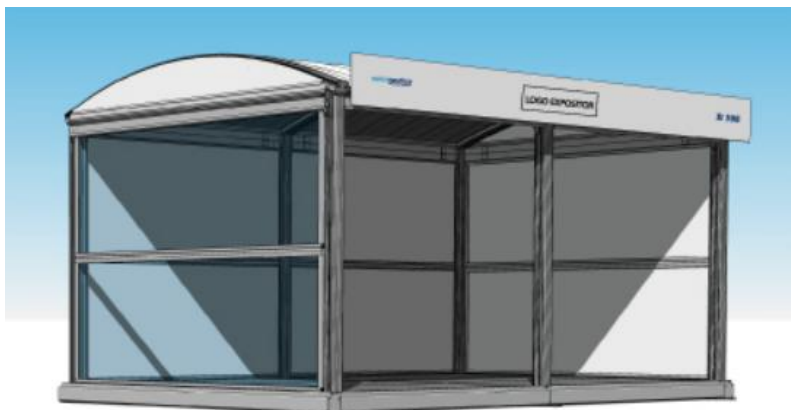
Common characteristics

Lighting: 100-W halogen spotlights

Wainscoting: 40-cm high sign printed in full colour with the name or the logo of the exhibitor

Carpet: Installed on wooden flooring, blue

Furniture and interior panel packages can be contracted through Servifira



Vista lateral 15 m² / Side view 15 sq.m.



Vista lateral 25 m² / Side view 25 sq.m.

GROWING PACK

The easiest and most economical way to participate at the Boat Show

Price for 6 sq.m (space included): **€1,926**
(+10% VAT)

Registration fees, insurance and electricity included.



Common characteristics:

Structure: Stands of 6 sq.m (2-m façade, 3-m deep), separated between each other by a short, 1.10-m wall

Curtains: white PVC tarp around the perimeter

Wainscoting: Sign with the name or logo of the exhibitor

Electricity: 3.3-kW electrical panel.

Lighting: 1 row of two, 100-W spotlights

Carpet: Installed on wooden flooring, blue

Furniture: 1 counter and 1 stool

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Traditional Marina Area
Fishing

Scuba diving
Nautical tourism
Nautical schools
Bookshops
Technical press
Nautical clothing
Decoration
Shopping area
Others
Windsurfing

Catamarans
Inflatable boats
Fishing boats
Sport-boats
Jet skis
Canoes and kayaks
Accessories
Engines

Nautical tourism
Nautical schools
Nautical clothing
Decoration
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