WELCOME TO THE SEA

October 12 - 16 2022
Barcelona, Port Vell
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.
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
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 visitors

61%
35-54 years old

8%
International visitors
Do you want to position your brand in the nautical community? Innovate? Speed up your business contacts? Capture new audiences? Find a business partner?
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.
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:

**KEY PROFILES**

**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.

**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.
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.
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.
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.
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.
PARTICIPATION GUIDE
2022
### Rates

#### Space prices

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 to 99.9 m²</td>
<td>€102/m²</td>
</tr>
<tr>
<td>100 to 224.9 m²</td>
<td>97€/m²</td>
</tr>
<tr>
<td>225 to 349.9 m²</td>
<td>91€/m²</td>
</tr>
<tr>
<td>Over 350 m²</td>
<td>86€/m²</td>
</tr>
</tbody>
</table>

(+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:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boats with a length of 8 m to 11 m</td>
<td>2,942 €/u</td>
</tr>
<tr>
<td>Boats with a length of 11.1 m to 16 m</td>
<td>3,787 €/u</td>
</tr>
<tr>
<td>Boats with a length of 16.1 m to 30 m</td>
<td>4,387 €/u</td>
</tr>
<tr>
<td>Boats &gt; 30 m in length</td>
<td>5,392 €/u</td>
</tr>
</tbody>
</table>

(+10% VAT)

### Extras:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boats with a beam of 6 to 7.5 m</td>
<td>€963</td>
</tr>
<tr>
<td>Boats with a beam of &gt; 7.5 m</td>
<td>€1,391</td>
</tr>
</tbody>
</table>

Electric installation and supply:

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-phase (32A)</td>
<td>€315</td>
</tr>
<tr>
<td>Three-phase (63A)</td>
<td>€642</td>
</tr>
</tbody>
</table>

(+10% VAT)
Sizes and prices:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 m²</td>
<td>€2,551</td>
</tr>
<tr>
<td>16 m²</td>
<td>€3,764</td>
</tr>
<tr>
<td>25 m²</td>
<td>€4,999</td>
</tr>
</tbody>
</table>

(+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

**Wainscotting:** 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):

<table>
<thead>
<tr>
<th>Size</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 m²</td>
<td>4,113</td>
</tr>
<tr>
<td>25 m²</td>
<td>6,395</td>
</tr>
<tr>
<td>36 m²</td>
<td>8,599</td>
</tr>
</tbody>
</table>

(=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.
**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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Paintings
Ports & equipment
Nautical services
Trailers
Insurance
Dinghy
Sail makers
Traditional Marina Area
Fishing

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

Electronica
Paintings
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