9-13 OCTOBER 2019
PORT VELL BARCELONA

www.salonnautico.com
Barcelona has a fascinating history that is deeply rooted in the sea, including a harbour that has been the perfect link with Latin America and Southern Europe for ages.

Over time, Barcelona has become the capital of the Mediterranean, a city made for business and for holding large events, where over 650,000 professionals and millions of visitors meet year after year.
A prestigious port becomes the perfect enclave.

If there was ever a place for attracting thousands of sea lovers and sailing fans, it’s Port Vell. A port that enthrals its visitors and offers a unique experience, where companies can find an endless number of business opportunities.
Our success is reflected in the results every year. The 2018 show was the best edition of all held to date at Port Vell, with more boats afloat than ever and a vast number of exhibitors achieving their objectives.

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
<th>Change</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boats afloat</td>
<td>169</td>
<td>+11.2%</td>
<td>Previous edition</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>260</td>
<td>+3.2%</td>
<td>Previous edition</td>
</tr>
<tr>
<td>Exhibitors achieved participation target</td>
<td>71%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfied with participation results</td>
<td>73%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forecast business would improve in 2019</td>
<td>74%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Had participated in previous editions</td>
<td>87%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The sea attracts everyone, but it’s also a business generator. The Boat Show’s fans mean that there are more exhibitors every year and that more profitable business expectations are created.

54,671 visitors
73% general public
24% new visitors
23% professional public
The annual increase in international visitors, a loyal target market and a highly visible space make the Boat Show an unmatched driver of business.

**Visitors who bring business**
- 58% have a boat
- 86% don’t visit any other boat show
- 40% intend to buy

**Increasingly more international visitors**
- 68.4% from Catalonia
- 24.4% from the rest of Spain
- 7.2% international visitors

**Visitors who find what they’re looking for**
- 82% leave satisfied or very satisfied
- 93% want to return to the next edition
Unique activities for professionals
Moll de la fusta & Moll d’Espanya

NAUTIC TECH INTERNATIONAL

The meeting point of the best start-ups in the nautical industry. The winner will receive a €100,000 prize. Nautic Tech seeks to drive the nautical industry in Barcelona.

PROFESSIONAL MEETINGS

An activity that proposes 20-minute B2B meetings to generate business opportunities and new contacts.

THE SEA CORNER

The art of navigation in the spotlight. Professional events, conferences about the sea and sailing, presentation of regattas and awards ceremonies.
Unique activities for the general public

Moll de la fusta & Moll d’Espanya

FUN BEACH AREA: A youthful and fun area focused on surfing, windsurfing, stand-up paddle surfing, kayaking and dinghy sailing.

5th STAND-UP PADDLE SURFING FESTIVAL: Once again, you’ll be able to practice Stand Up Paddle Surfacing (SUP) at Port Vell.

PADDLE SURFING POOL: This fashionable sport is a must-have. Test yourself in our pool and learn the best Paddle Surfing techniques!

TRADITIONAL MARINA: A show of the seafaring life through boats and navigation knowledge from the beginning of the last century.

PADDLE RACE: A thrilling open sea canoeing competition from the Boat Show to the Port de Badalona. You’ll surely enjoy this surfski competition!

SAILING FANS AREA: Find the leading brands in starter sailing, competition sailing and ocean sailing. With the support of the Catalanian Sailing Federation and the Fundació Navegació Oceànica Barcelona.
NAUTICAL NIGHT: The boat show can also be experienced from a different perspective: on Friday night, enjoy a magical soiree in an exclusive ambiance with music, shows, good and drink tasting and unique activities.
The broadest offer of the industry

SHOPPING AREA
CHARTER
DECORATION AND NAUTICAL GIFTS
POWER BOATS AND SAILING BOATS
SAILING SCHOOLS
FUN BEACH
INSTITUTIONS
LAUNCHES – SPORT BOATS
BOOKSTORES
ENGINES
PNEUMATICS
FISHING
SPECIALISED PRESS
PORTS AND EQUIPMENT
SCUBA DIVING
NAUTICAL TOURISM
DINGHY SAILING
NAUTICAL CLOTHING
YACHTS, SUPER YACHTS AND MEGA YACHTS
The campaign of a great show

Valued at 3 million euros
Distributed in the national press, television, radio, online media and international media
Over 900 direct mentions
Estimated audience of 250 million people

209,210 users on the website during the campaign
We increase our national and international visibility
The Boat Show goes beyond the exhibition area thanks to a high-impact communication campaign. We reach new quality users, professionals and more sea lovers
Discover a sea of possibilities

Take this opportunity to:
• Showcase new trends
• Respond to consumer interests
• Launch new developments
• Increase loyalty or contact customers

Through:
• Two exhibition areas
• Extensive PR campaign
• Visits from nautical professionals and sea lovers

Over 54,000 visitors are waiting for you.
Space prices

<table>
<thead>
<tr>
<th>Area</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 to 99.9 m²</td>
<td>€100/m²</td>
</tr>
<tr>
<td>100 to 224.9 m²</td>
<td>95€/m²</td>
</tr>
<tr>
<td>225 to 349.9 m²</td>
<td>90€/m²</td>
</tr>
<tr>
<td>Over 350 m²</td>
<td>85€/m²</td>
</tr>
</tbody>
</table>

(+10% VAT)

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

Prices for boats afloat

Moorings:

<table>
<thead>
<tr>
<th>Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 m to 11 m</td>
<td>€2,750/u</td>
</tr>
<tr>
<td>11.1 m to 16 m</td>
<td>€3,540/u</td>
</tr>
<tr>
<td>16.1 m to 30 m</td>
<td>€4,000/u</td>
</tr>
<tr>
<td>&gt; 30 m in length</td>
<td>€5,040/u</td>
</tr>
</tbody>
</table>

(+10% VAT)

Extras:

<table>
<thead>
<tr>
<th>Beam</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 to 7.5 m</td>
<td>€900</td>
</tr>
<tr>
<td>&gt; 7.5 m</td>
<td>€1,300</td>
</tr>
</tbody>
</table>

Electric installation and supply:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-phase (32A)</td>
<td>€275</td>
</tr>
<tr>
<td>Three-phase (63A)</td>
<td>€600</td>
</tr>
</tbody>
</table>

(+10% VAT)
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

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<table>
<thead>
<tr>
<th>Space (m²)</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>2,250</td>
</tr>
<tr>
<td>16</td>
<td>3,400</td>
</tr>
<tr>
<td>25</td>
<td>4,625 (+10% VAT)</td>
</tr>
</tbody>
</table>

Space included.

Does not include: Registration fees and insurance (€368). Electricity (€128.15)
Common characteristics

**Structure:** Hospitality tent with a white, curved PVC ceiling

**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

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

<table>
<thead>
<tr>
<th>Size (m²)</th>
<th>Price (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>3,705</td>
</tr>
<tr>
<td>25</td>
<td>5,900</td>
</tr>
<tr>
<td>36</td>
<td>7,992 (+10% VAT)</td>
</tr>
</tbody>
</table>

Space included.

Does not include: Registration fees and insurance (€368). Electricity (€128.15)
How to participate
Growing Pack

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

Price for 6 m² (space included): €1,680
(+10% VAT)

Registration fees and insurance included.

Electricity (€128.15) not included

Common characteristics

Structure: Stands of 6 m² (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
How to participate
Visibility Pack

An opportunity to increase your visibility at the boat show:

Highlighted presence of the exhibitor’s brand in:
• Specials of the industry
• Media agreements: Nauta 360, La Vanguardia and El Mundo

Insertion of a promotional video on the full screen displays (3 m x 2 m) located at entrances to the Boat Show.

Communication of new products and information about the exhibitor on social media.

Logo on the website of the boat show.

Price: €2,500
(+10% VAT)
Join the 209,210 users of our website and influence our 25,832 followers on social media.

1. Exclusive Top Banner on the Activities page

**Technical requirements:**
- Desktop version measurements: 950 x 50
- Mobile adaptation measurements: 320 x 50
- Exhibitor website URL

**Price:** €1,500

(+10% VAT)

2. Exclusive Top Banner on the Tickets page (credentials system)

**Technical requirements:**
- Measurements: 1,170 x 100

**Price:** €1,500

(+10% VAT)

3. Logo on the Practical Info page

Exhibitor website URL

**Price:** €750

(+10% VAT)

4. Visibility on Social Media

- 1 sponsored post on Facebook and Instagram
- Sharing of content in the news and updates page of the Boat Show.

**Technical requirements:**
- JPG image, copy, URL link, identity on Social Media.

**Price:** €1,000

(+10% VAT)
Contact us

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