



PALM BEACH INTERNATIONAL BOAT SHOW

SPONSORSHIPS

 101 S Flagler Dr, West Palm Beach, FL 33401





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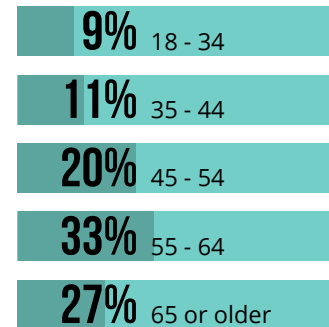


OVERVIEW

The captivating **Palm Beach International Boat Show**, a premier event in heart of South Florida, has been a driving force in the boating and marine industry for over 43 years. With an impressive \$1.05 billion in economic impact, with \$725 million in direct sales tied to the event, it is a major economic engine for this region. Attracting over 55,000 visitors, the show highlights the latest in boating innovations from **sleek sailboats to luxurious, multi-million-dollar superyachts. Held in upscale Palm Beach area, the event enhances its reputation as a high-end gathering for luxury boat enthusiasts and industry professionals.** The Marine Industries Association of Palm Beach County and Informa Markets continue to collaborate and set the standard for prestige in the marine industry.

ATTENDEE DEMOGRAPHICS

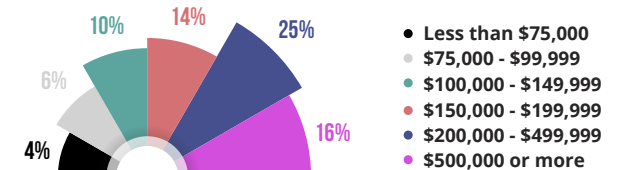
AGE



GENDER



INCOME RANGE



REASONS TO ATTEND



OUR MARKETING STRATEGY DELIVERING 80 MILLION IMPRESSIONS

PUBLIC RELATIONS

Garnering a net reach of **30 million** with over **150 articles**

PRINT ADVERTISING

Over **2 months** of advertising across **20 international, national, local and marine trade focused publications** amounting to over **3.3 million impressions**

RADIO/STREAMING

2 weeks of radio advertising across **3 major stations** totaling over **8.3 million impressions**

OUTDOOR

9 weeks of billboard advertising across South Florida major highways and **4 weeks** of outdoor advertising displayed within the 3 major Florida airports, amounting to a combined total of **12.7 million impressions**

TELEVISION/OTT

3 weeks across streaming TV and all major broadcast stations in South Florida amounting to over **18.9 million impressions**

WEBSITE

Website traffic within **30 days** of the show amounts to over **266,985 impressions**

DIGITAL/PAID SOCIAL

A **3 month** staggered tiered audience approach reaching international, East Coast, and South Florida markets leading up to the show totaling over **2.5 million impressions**

EMAIL

A **3-month** email campaign leading up to the show reaching a subscriber list totaling **150,000** with over **313,820 opens**

SOCIAL

A **3-month** social campaign leading up to the show totaling over **4.3 million** impressions to **51,300 combined followers** (Facebook and Instagram)



55K
Attendees



80M
Total Marketing
Impressions

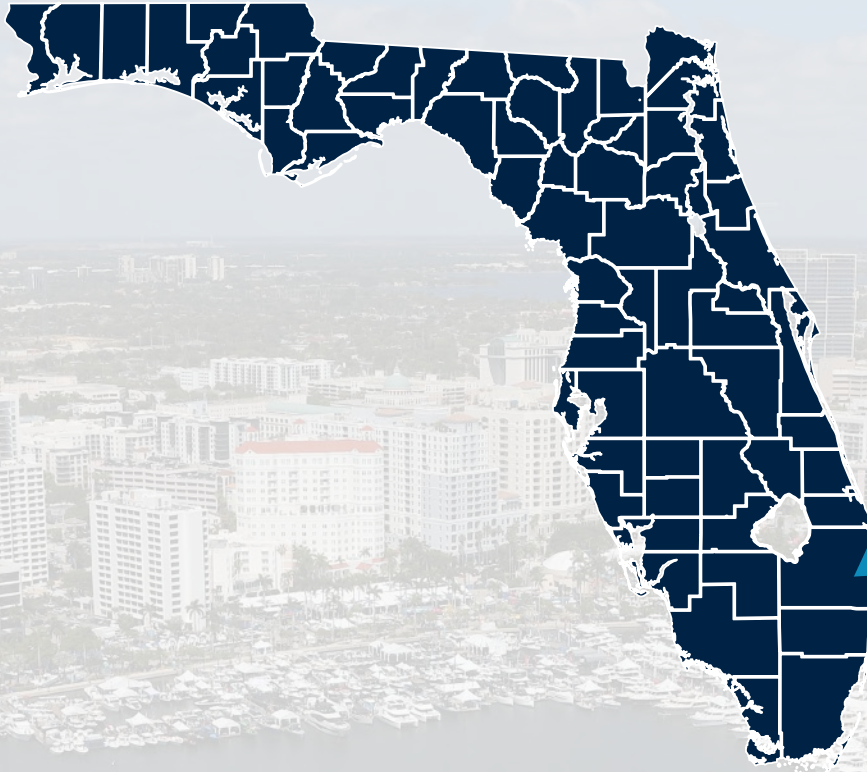


30M
Public Relations
Net Reach



43.1M
Impressions
from Traditional
Marketing

PALM BEACH INTERNATIONAL BOAT SHOW



PALM BEACH
INTERNATIONAL
BOAT SHOW

MARCH 25 - 29, 2026

STUART / FORT PIERCE / VERO BEACH

Attendance



55K+

EM Database



130K

17% open rate

Social Impressions



3M+

182K engagement

Web Visits



218K+

Media



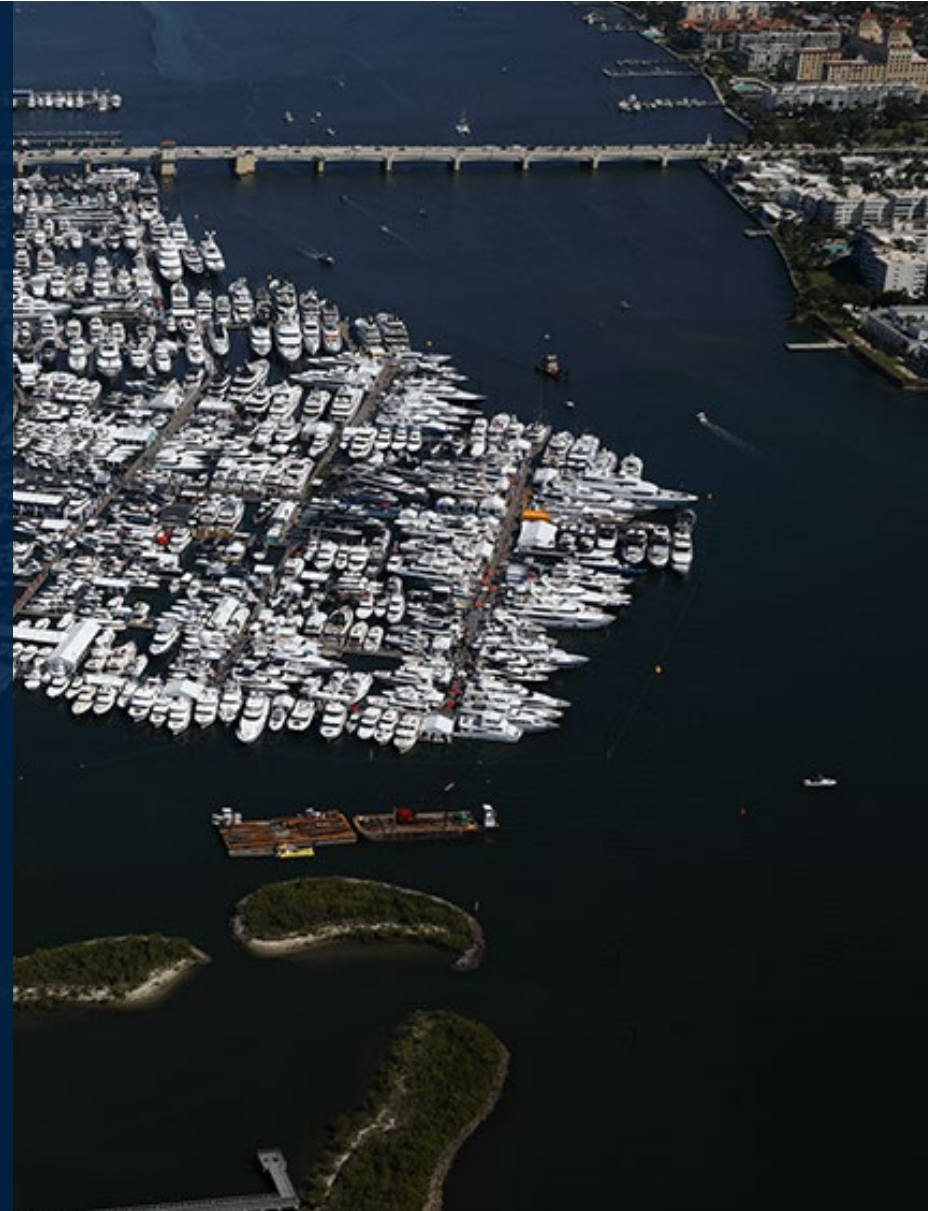
28M+

PRESENTING TITLE SHOW SPONSOR (3 Year Agreement Term)

As a Title Sponsor for the Palm Beach International Boat Show, you will receive a custom-tailored package to best meet your defined objectives, needs, and wants.

As the distinguished Presenting Title Sponsor, you will receive:

- Exclusive naming rights of the Palm Beach International Boat Show (Co-located Logo)
- Dedicated Space within the show
- Dedicated signage and branding across all official show signage
- Targeted social media and email marketing campaign with analytics
- Registration and ticketing package
- Highlights in every print/TV ad, press releases and additional media coverage (see chart)
- Integrated in Ribbon Cutting Ceremony



**To inquire for more information and pricing please contact your direct Sales Representative*

DIGITAL OPPORTUNITIES

EMAIL CAMPAIGNS

DEDICATED SPOTLIGHT EMAIL | \$10,000 (SHOW WEEK)

- (1) fully dedicated email

DEDICATED SPOTLIGHT EMAIL | \$8,000 (PRE OR POST SHOW)

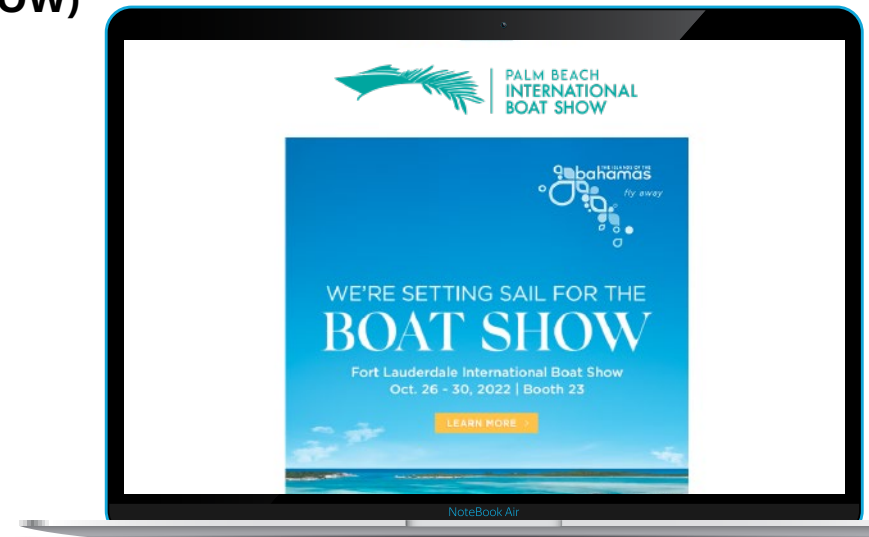
- (1) fully dedicated email

FEATURED EMAIL MENTION | \$3,500

- (2-3) sentences in an email

LOGO FEATURE | \$500 PER EMAIL (LIMIT 3)

- Appears in Footer + links to a designated URL



EMAIL PERFORMANCE ANALYTICS (AVERAGE)

125K

total database



13.8%

unique open rate



8.8%

click rate



Assets due 10 business days before send.

**Limited availability. Inquire with your Sales Representative to learn more.*

SOCIAL MEDIA

STORY - CONTENT PROVIDED TO INFORMA

Week of Show | \$2,000

Pre/Post Show | \$1,500

STORY - CONTENT CREATED BY INFORMA

Week of Show | \$4,500

Pre/Post Show | \$3,500

Assets are due to informa 2 weeks prior to posting date

Platforms:    

STATISTICS | MARCH 2025 (Boat Show Month)

10.5M

overall impressions

The number of times content was displayed to users.

9,000+

net audience growth

The number of new audience members gained minus the audience members lost

123K

overall engagements

The number of times users engaged content

616K

video views

2,500

average story views



DIGITAL ADD-ONS

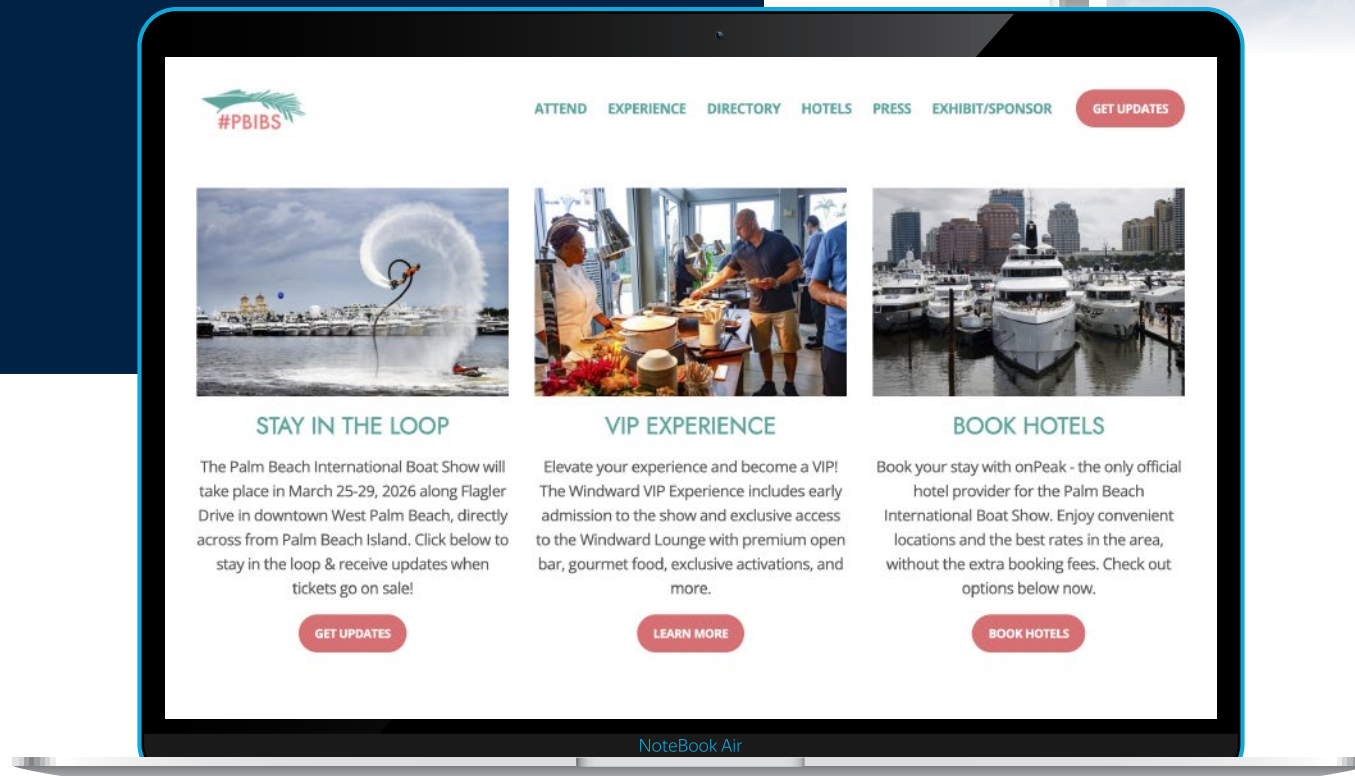
Website Banner Ad | \$5,000

- Inquire for available landing pages

Website Show Partner Logo Feature | \$500

- Your logo included on the Main Show Website foot, "Show Partners"

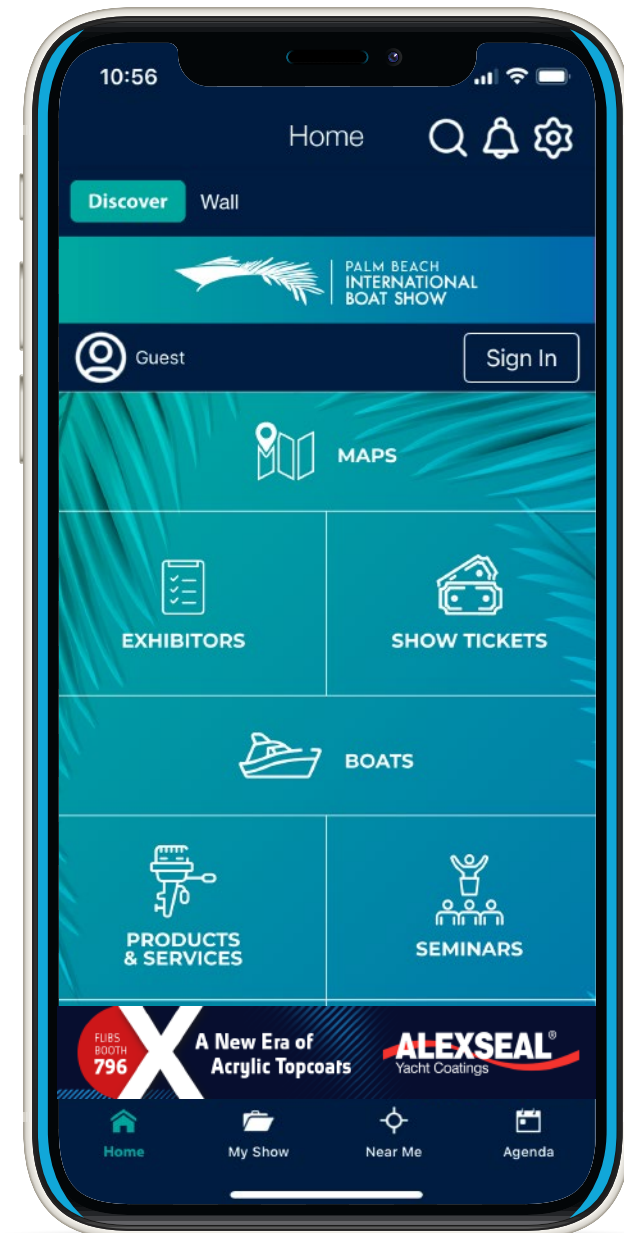
Online Directory Banner Ad | \$3,500



OFFICIAL MOBILE APP TITLE SPONSOR | \$50,000

SPONSORSHIP INCLUDES:

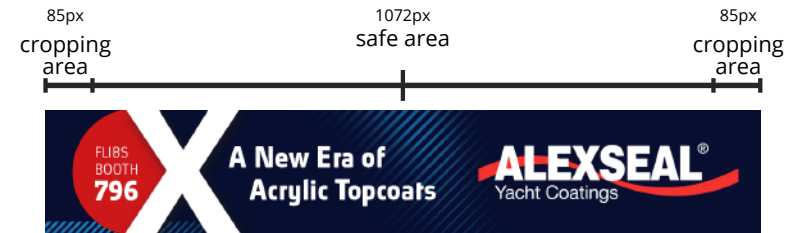
- “Official Show App presented by Company”
- Landing page on show website
- Banner Ad on website, related emails, and app home page
- Branding across Mobile App Show Signage
- One Available. Assets due 6 weeks prior to show date
- Registration and ticketing package benefits
- Highlighted in press releases



OFFICIAL MOBILE APP

In-App Banner Ad | \$5,000

- Placement in rotation of banner ads, limit 5 per show
- Banner Ad Front Display Pop-up (Size 1242 x 213)
- Banner Ad In-App Home Screen (Size 1242 x 213)



App Push Notification | \$500

- Custom dedicated push notification on Official Show App



 The Sustainability icon represents that this product contributes to sustainability

SUPERYACHT ROW | \$50,000

SPONSORSHIP INCLUDES:

- Create your own activation area within SYVR
- Logo included on general SYR signage + Map callout
- Targeted social media and email marketing campaign
- Tickets + credentials package



WINDWARD VIP

Experience our exclusive luxury indoor/outdoor oasis retreat of the Windward VIP Club.



WINDWARD VIP CLUB PRESENTING SPONSOR | \$100,000

SPONSORSHIP INCLUDES:

- Opportunity to gift in VIP bags
- Opportunity to co-brand VIP bags (Pending availability)
- Exclusive naming rights of the Windward VIP Club (Co-located logo)
- Dedicated space within Windward VIP
- Dedicated brand signage and branding across all VIP signage
- Targeted social media and email marketing campaign with analytics
- Windward VIP registration and ticketing branding package benefits
- Highlights in press releases and print ads

VIP TICKET PERKS

- Premium Open Bar, Gourmet Food, and Private Restrooms
- Access the Show 1 Hour Early
- Complimentary Shuttle



WINDWARD VIP CLUB PACKAGES

VIP Activation | \$50,000

- Create your own activation area within the lounge
- Logo included on general signage and map callout
- Targeted social media and email marketing campaign with analytics
- Tickets + credentials package benefits

VIP Bags | \$30,000

- Feature your logo prominently on the gifted tote bag VIP attendees receive



VIP Wristbands | \$10,000

- Alternating VIP logo and your company's logo on wristbands required for all VIP attendees



VIP Inserts | \$8,000

- Present your ideal clients with a gift to make them remember you
**Items must be approved by marketing department as sustainable materials or multi-use products*

STATISTICS

39% → \$500k+
income 

ALCOHOL PACKAGES

CUSTOM COCKTAIL BARGE | \$125,000

SPONSORSHIP INCLUDES:

- Create your own dedicated barge
- Extensive marketing and signage package
- Co-Branded Barge name for press releases, emails, ads, and show map



ALCOHOL PACKAGES

Tasting Activation | \$35,000

- Serve samples at a dedicated location

Pouring Rights | \$25,000

- Exclusive pouring rights as Official Show Category Beverage
(Inquire for available categories)

Branded Cocktail Bar | \$25,000

- Mentions in media/communications
- Logo designating bar location on Show Map
- Dedicated branding on full service satellite bar

Available Locations: SuperYacht Row Lounge,

Electronics

Tent, and Convention Center Main Bar



TRANSPORTATION, SHOW GUIDES, AND REGISTRATION

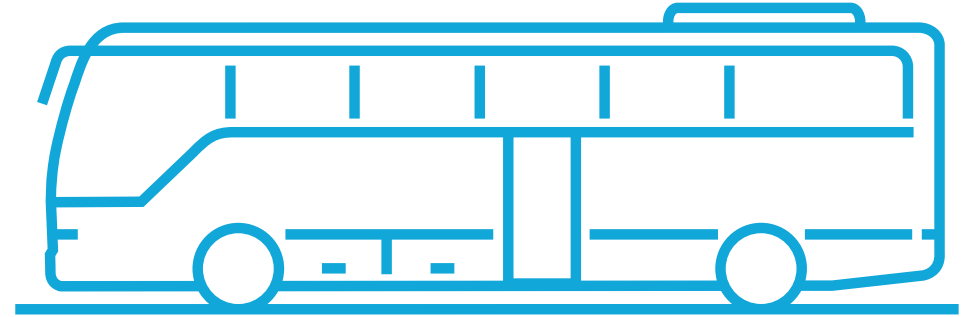
TRANSPORTATION

Attendees are provided with complimentary shuttles, which operate one hour before the show opens until one hour after the show closes.

Shuttle Bus Transportation Full Fleet | \$100,000

Shuttle Bus Transportation Half Fleet | \$60,000

- Exclusive branding on shuttle buses + boarding areas
- 30s – 1min Video Loop on bus TV's
- Opportunity to provide branded shirts and hats for drivers
- Logo on Homepage and Show Map
- Banner Ad on Transportation landing page



SHOW GUIDE

Be featured as the official map and show guide sponsor. Guides are available at all show locations and online.

- Available at info desks and main show entrances
- One full page Dedicated Ad
- Logo placement on website, printed, and digital map
- Branding on Show Guide signage throughout show

CATEGORIES:

- **Back Cover | \$10,000**
- **Premium Position | \$6,000**
(Inside front cover, inside back cover)
- **Interior Full Page | \$3,500**



Order Deadline: 8 weeks prior to show
Creative deadline: 6 weeks prior to show

REGISTRATION AND TICKETING

Registration Title Sponsorship | \$50,000

- Co-located logo on all digital credentials, digital tickets, and credential lanyards
- “Presented By” title in all media/communications about ticketing, registration, and lanyards
- Co-located logo on Credential Tent signage + marketing



 *The Sustainability icon represents that this product contributes to sustainability*

SUSTAINABILITY OPPORTUNITIES

Recycling Bin Sponsor | \$20k

- Showcase your brand across recycle bins throughout the entire show



Branded Allini Water Filters | \$10k - \$15k

- The space available on the stations is 24" height 18" width (bottom area of the station)



SUSTAINABILITY OPPORTUNITIES

SUSTAINABILITY ZONE | \$15,000 - \$40,000

(Onsite Activations & Features)

Value Proposition

- A space to showcase sustainability within the boating industry
- Opportunity to highlight sustainable innovations through activations
 - Examples include: Virtual Reality glasses showing cause / effect of ocean pollution, Interactive digital LED wall , and collaboration efforts with local non profits to help clean our beaches

What benefit will they deliver?

To the organizer

Increasingly attendees view trade shows as the best way to find new ideas and innovation. To meet these expectations, we can collaborate with a sponsor to build a featured area of the show floor that is specifically dedicated to promoting new sustainable solutions addressing industry challenges.

To the sponsor

- Increased brand awareness amongst attendee base and overall industry
- Improved image and brand reputation
- Increased goodwill from featured participating innovators



GOLF CART BRANDING | \$40,000

30 Carts (full buyout of inventory)

Side Panel and Windshield Branding

Branding on 12 A-Frames at Pick Up & Drop Off Signs

Operational Hours: 1-hour prior to show open until 1-hour post show close

Attendee Rides: Approx. 20,000

Miles Covered: >500

Optional upgrades (pricing available upon request)

- Branded in-cart audio
- In-cart QR codes
- In-cart flyer hand-outs



WIFI


Harness the popularity of our Show Wifi to raise brand awareness and capture leads. With SMS campaign capabilities and lead sharing, this unique opportunity grants your company exclusive marketing access to all Show WiFi users throughout Bahia Mar and SuperYacht Village.

WIFI TITLE SPONSOR | \$100,000

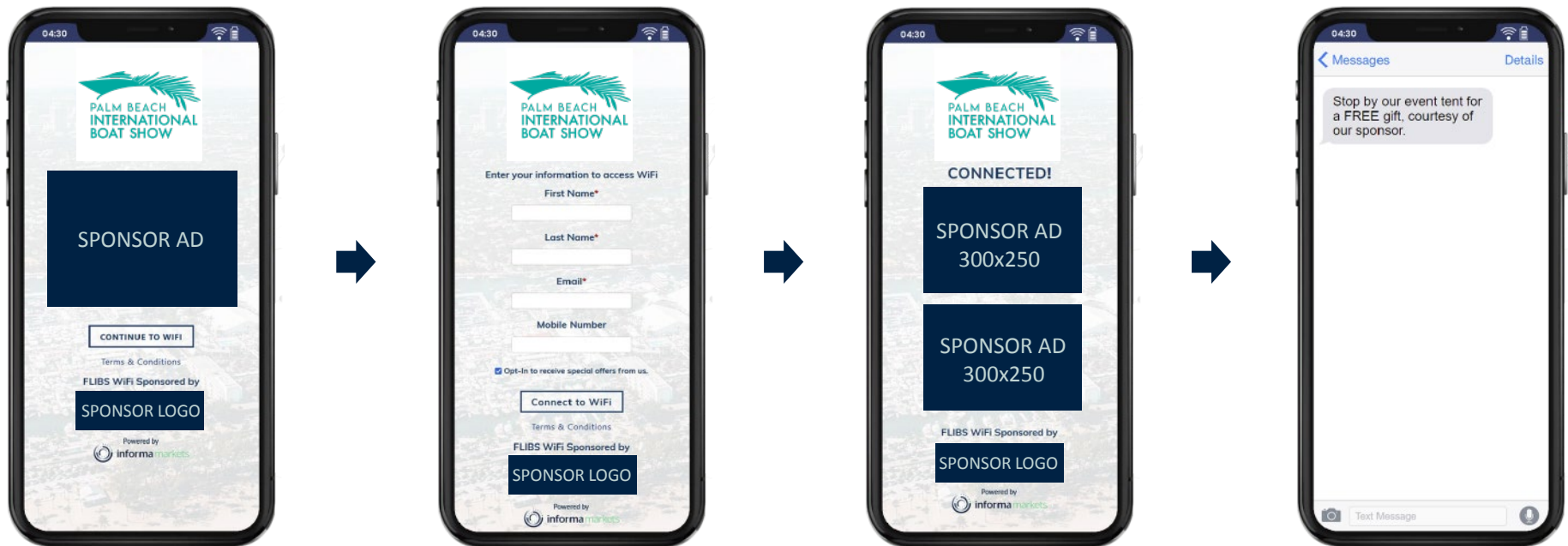
SPONSORSHIP INCLUDES:

- Custom landing page redirect (x2) when users connect to Show Wifi
- Co-branded Guest WiFi channel name
- Dedicated landing page on show website
- Banner Ad on Website and Show App
- “Presented by” title in all communications/media
- Featured logo on main show signage
- Comprehensive marketing package, including SMS campaigns

50k+ 
wifi guests
per show

 **30k**
potential wifi
ad impressions
per day

UNBRANDED SPONSOR DEMO



WiFi PBIBS CONNECTION STATISTICS

2021

New Guests
436

Total Guests
442

Total Connections
1,753

Potential Unique Ad Impressions
400+

Potential Overall Impressions
5,000+

2022

New Guests
2,733
(527% YOY)

Total Guests
2,782
(529% YOY)

Total Connections
10,002
(471% YOY)

Potential Unique Ad Impressions
2,700+

Potential Overall Impressions
28,000+

2023

Projected Numbers
New Guests
5,400+

Total Guests
5,500+

Total Connections
20,000+

Unique Ad Impressions
5,500+

Potential Overall Impressions
56,000+

Why WiFi Advertising

- ◀ Increase Brand Promotion
- ◀ Complementary to Other Marketing & Promotional Efforts
- ◀ One-to-One Mobile Engagement
- ◀ Mobile Data Capture
- ◀ Reporting and Analytics
- ◀ Branded WiFi Guest Flows
- ◀ Custom Landing Page Redirects
- ◀ Multiple Advertising Formats (Video/Static Image, Splash Page/Landing Page, Email/SMS, Before/During/After Event)
- ◀ Access Reports and Analyze Results
- ◀ Branded Email and SMS Campaigns*
- ◀ Physical Wi-Fi Sponsor signage throughout the show.

PRIVATE EVENTS

Host your own private event at the Boat Show. Reserve the VIP Lounge, SuperYacht Row, or Island Barge.

Prices ranges between **\$25,000 - \$50,000** for Space Rental, depending on location, time and group size

**Reach out to your sales representative to inquire for more details.*



SALES CONTACTS

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Combination packages and multi-show opportunities are available upon request.

