



SPONSORSHIPS

 801 Seabreeze Blvd, Ft Lauderdale, FL 33316



FL

FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

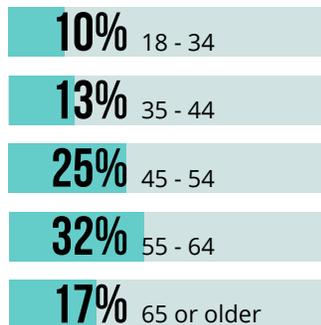


OVERVIEW

The **Fort Lauderdale International Boat Show (FLIBS)**, owned by the Marine Industries Association of South Florida and produced by Informa Markets, **is the world's largest in-water boat show**. Spanning nearly 3 million sq. ft. across 7 locations, it features 1,200 exhibitors from 52 countries and over 1,300 boats on display. The event generates an estimated \$1.78 billion in economic impact for Florida and attracts over 100,000 attendees over five days. **Renowned for its focus on luxury yachts, cutting-edge innovations, and exclusive VIP experiences, FLIBS offers private yacht viewings and industry networking opportunities.** Situated in Fort Lauderdale, the "Yachting Capital of the World," it draws a global audience of yacht owners, buyers, and professionals, solidifying its status as a **premier event for luxury boating and business.**

ATTENDEE DEMOGRAPHICS

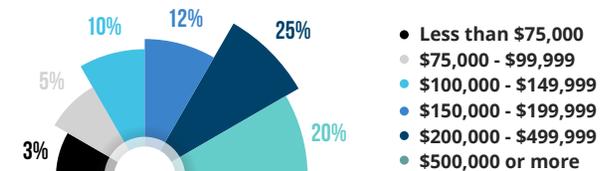
AGE



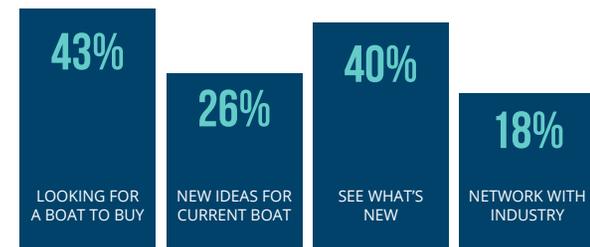
GENDER



INCOME RANGE



REASONS TO ATTEND



OUR MARKETING STRATEGY DELIVERING 365 MILLION IMPRESSIONS

PUBLIC RELATIONS

Garnering a net reach of **280 million** with over **100 articles**

PRINT ADVERTISING

Over **2 months** of advertising across **20 international, national, local and marine trade focused publications** amounting to over **8.9 million impressions**

RADIO/STREAMING

2 weeks of radio advertising across **3 major stations** totaling over **6.3 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 **34.2 million impressions**

TELEVISION/OTT

3 weeks across streaming TV and all major broadcast stations in South Florida amounting to over **16.3 million impressions**

WEBSITE

Website traffic within **30 days** of the show amounts to over **285,000 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 **7 million impressions**

EMAIL

A **3-month** email campaign leading up to the show reaching a subscriber list totaling **150,000** with over **1.1 million opens**

SOCIAL

A **3-month** social campaign leading up to the show totaling over **10.6 million** impressions to **118,000 combined followers** (Facebook and Instagram)

EXTRA PROMOTION FOR FLIBS - FOX NEWS SPECIAL PROGRAM

An exclusive program with FOX News featuring a satellite media tour during the show dates which airs continuously following the show and the year ahead – reaching over **900,000 impressions**



100K+
Attendees



365M
Total Marketing
Impressions

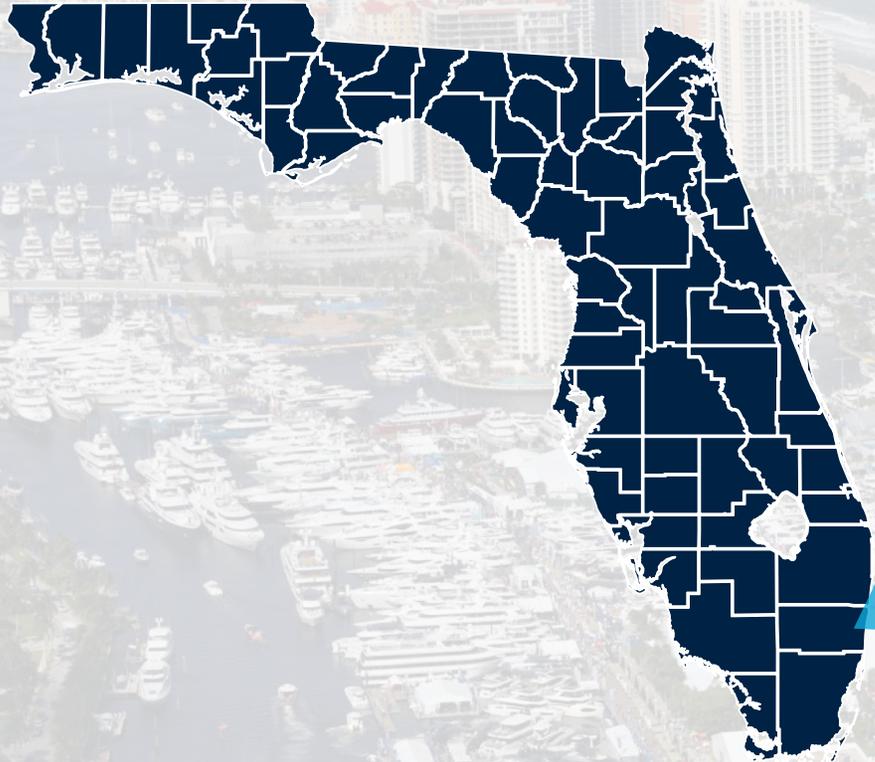


280M
Public Relations
Net Reach



65.8M
Impressions
from Traditional
Marketing

FORT LAUDERDALE INTERNATIONAL BOAT SHOW



FL | FORT LAUDERDALE INTERNATIONAL BOAT SHOW

OCTOBER 29 - NOVEMBER 02, 2025

- BAHIA MAR YACHTING CENTER
- LAS OLAS MARINA
- HALL OF FAME MARINA
- SUPER YACHT VILLAGE AT PIER 66 SOUTH
- PIER 66 MARINA
- BROWARD COUNTY CONVENTION CENTER
- HILTON FORT LAUDERDALE MARINA

Attendance



100K+

EM Database



120K

15% open rate

Social Impressions



12M+

380K engagement

Web Visits



375K+

Media



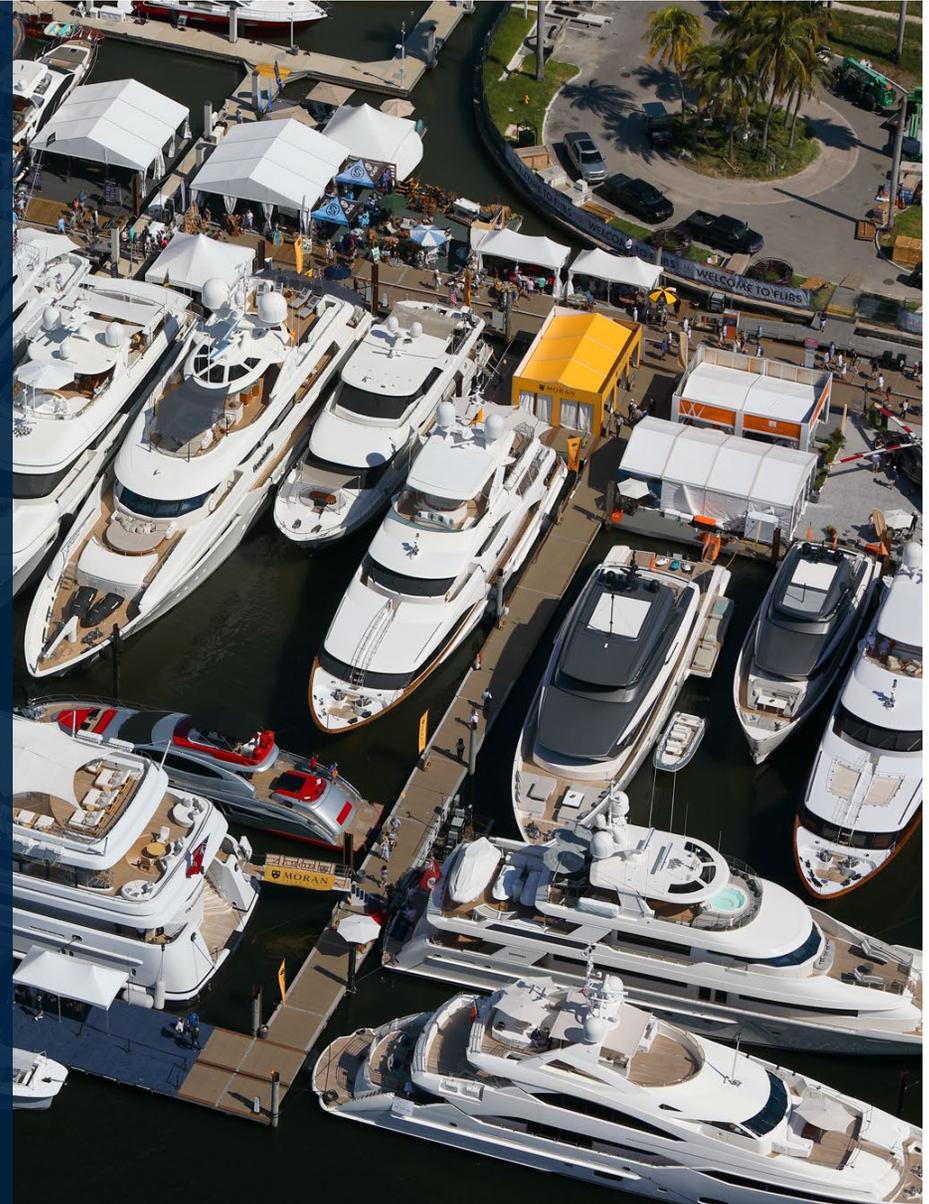
141M+

PRESENTING TITLE SHOW SPONSOR (3 Year Agreement Term)

As a Title Sponsor for the Fort Lauderdale 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 Fort Lauderdale 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
- Featured in Satellite Media Tour/Fox Sports 1 Hour Special – Short Shoot



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

FOX SPORTS COVERAGE | \$150,000

FOX Sports Broadcast Metrics

- 28 Broadcast Airings FS1 & FS2
- 22 Boat, Tech, Commerce, Destination Segments
- 7 Event Locations Highlighted
- 250K Broadcast Viewers
- 525K YouTube Viewers



FOX Sports Broadcast Deliverables

Brands Receive:

- Naming rights and/or presenting rights to the broadcast
- 30 second commercial ads in all airings
- In-show integrated feature segments with full repurposing rights
- In-show intro and outro graphics and voiceovers
- Talent apparel branding
- Out-of-show social media segments from show talent

Satelite Media Tour Metrics



8 - 12

Live Segments



52 - 59

Minutes of Airtime



598K - 721K

Impressions



\$259K - \$634K

Publicity Value



Best of Show Trophy

- Annual Crowning Moment of FLIBS
- Naming Rights Opportunities Available
- Celebrity Judge Panel
- Executive Placement Opportunity for Judging
- 2 Categories - Under 60 Ft & 60 FT & Over
- Prominent Industry Media Coverage



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

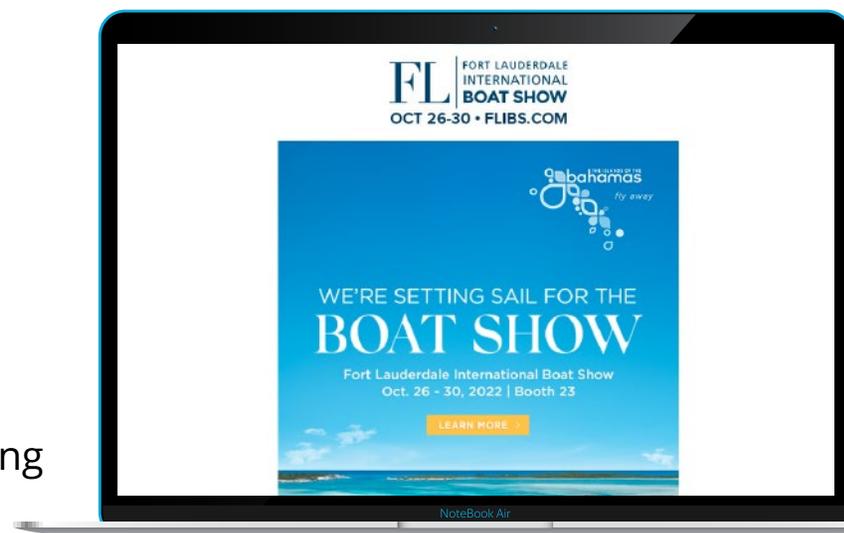
- (2-3) sentences in an email

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

- Appears in Footer + links to a designated URL

EMAIL BANNER AD | \$5,000

- Custom banner ad featured in Boat Show official marketing
 - Specs: 600x84



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 | OCTOBER 2024 (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



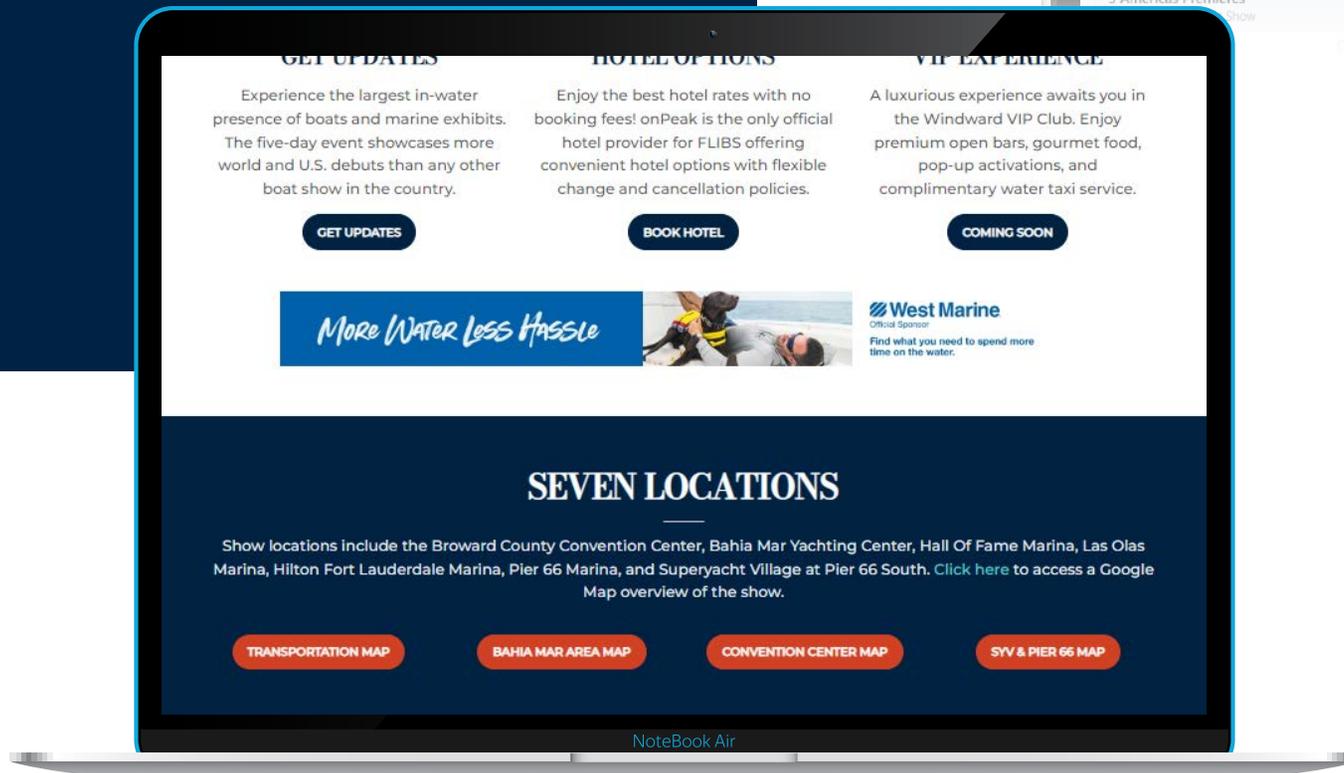
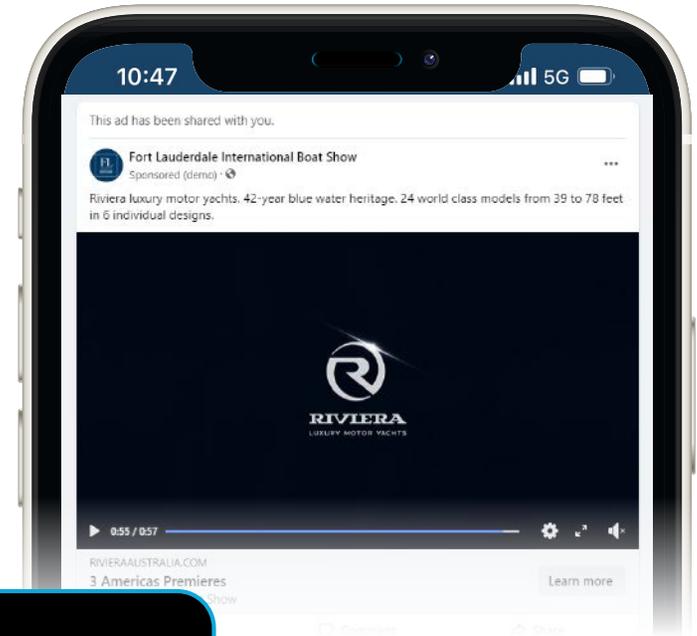
DIGITAL ADD-ONS

Website Banner Ad | \$5,000

- Inquire for available landing pages

Website Show Partner Logo Feature | \$500

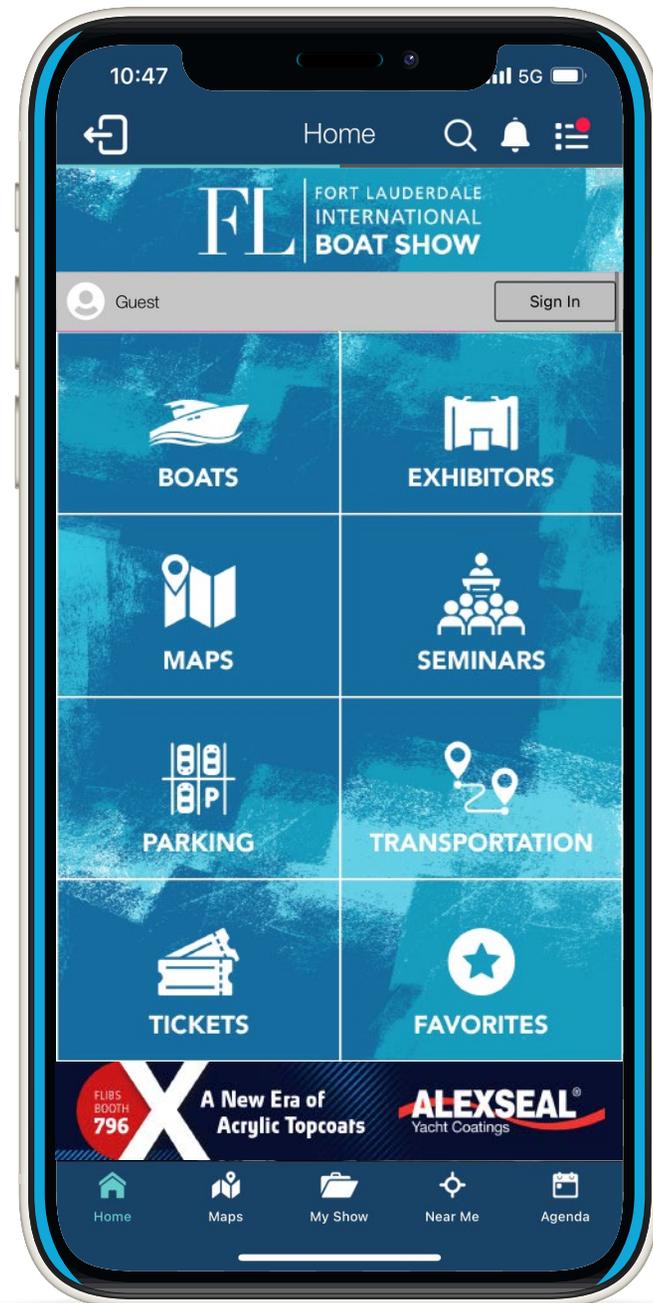
- Your logo included on the Main Show Website foot, "Show Partners"



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



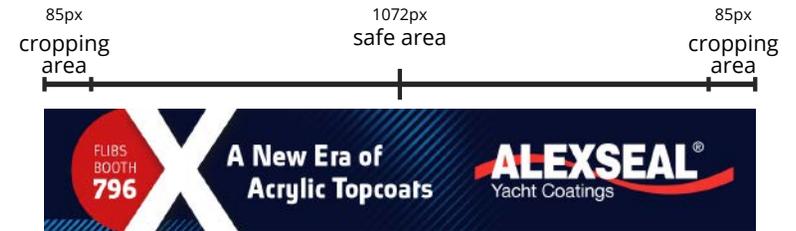
OFFICIAL MOBILE APP

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



SYV ACTIVATION | \$50,000

SPONSORSHIP INCLUDES:

- Create your own activation area within SYV
- Logo included on general SYV 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 Through the Hall of Fame Entrance.
- Complimentary Shuttle and Water Taxi Service to and From All 7 Boat Show Locations.



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
- Inquire for activation areas within Bahia Mar, VIP Lounge, or SuperYacht Village

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 Lounge, Electronics Tent, and Convention Center Main Bar



TRANSPORTATION, SHOW GUIDES, AND REGISTRATION

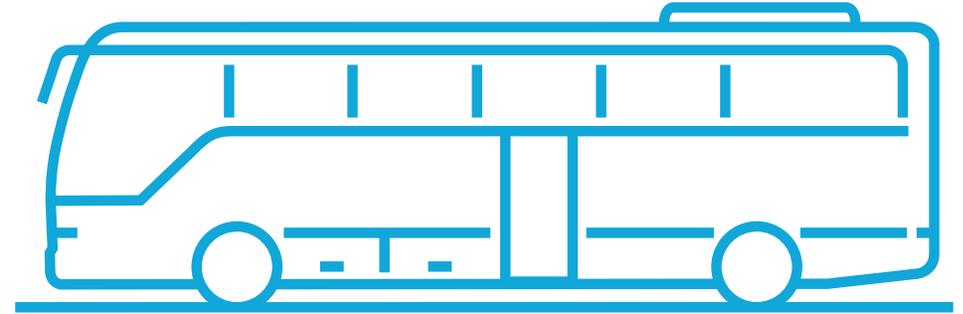
TRANSPORTATION

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



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



SUSTAINABILITY OPPORTUNITIES

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

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

Recycling Bin Sponsor | \$20k



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

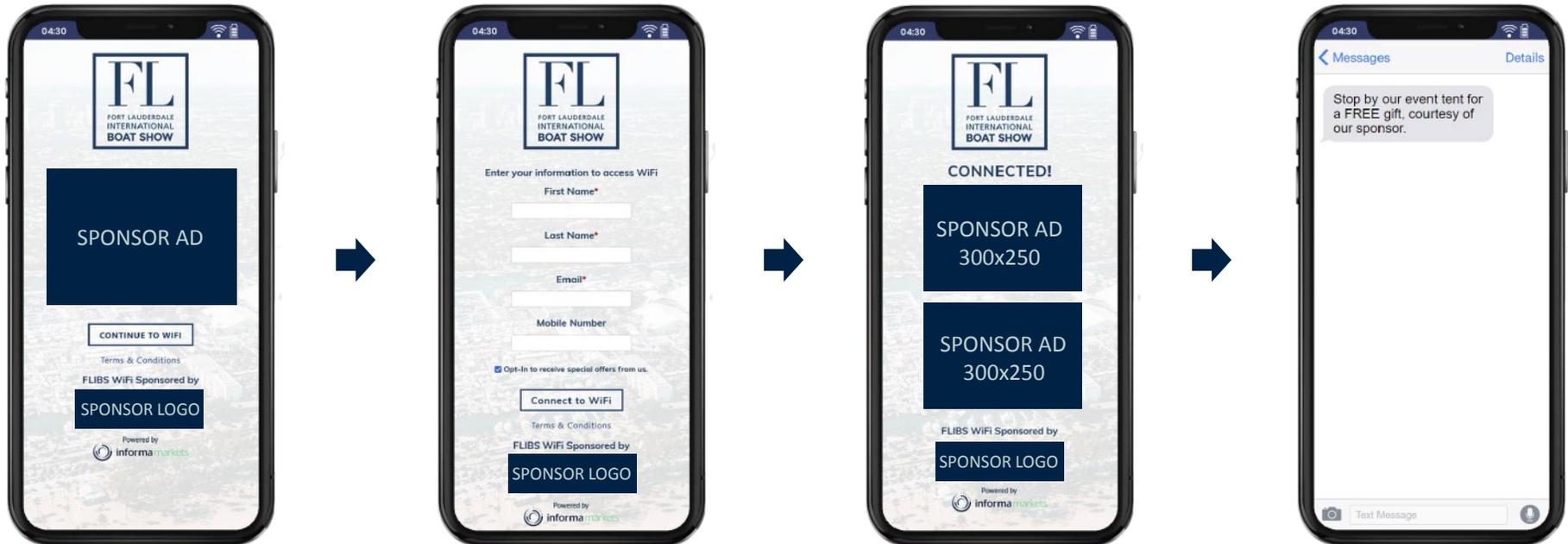
50k+
wifi guests
per show



30k
potential wifi
ad impressions
per day



UNBRANDED SPONSOR DEMO



WIFI FLIBS 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

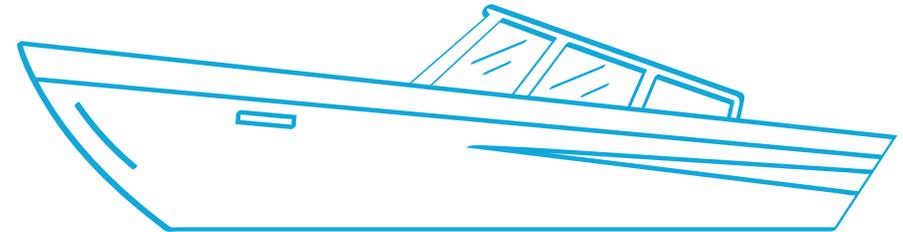
- ◀ Increase Brand Promotion
- ◀ Complementary to Other Marketing & Promotional Efforts
- ◀ One-to-One Mobile Engagement
- ◀ Mobile Data Capture
- ◀ Reporting and Analytics
- ◀ Branded WiFi Guest Flows
- ◀ Custom Landing Page Redirects
- ◀ Multiple Advertising Formats (Video/Static Image, Splash Page/Landing 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 TENDER LOUNGE | CALL FOR PRICING (Limit 2)

Invited guests board private tenders from VIP yacht clients exclusively hosted by the most prestigious yacht and marine manufacturers and brokers in the industry. Private tenders continuously route between SuperYacht Village and Bahia Mar on all show days.

SPONSORSHIP INCLUDES:

- Exclusive branding rights to a 20x20 private tender lounge
- Space includes: White Tent, Carpet, and Electrical
- Opportunity to provide a branded activation and interactive experience for clients while they wait for their private tender



PRIVATE EVENTS

Host your own private event at the Boat Show. Reserve the VIP Lounge, SuperYacht Village, 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

Dean Fillichio | Director of Sales

dean.fillichio@informa.com

Scott Cohen | Director of Sales

scott.cohen@informa.com

Nickolas Pantner | Business Development Manager

nickolas.pantner@informa.com

Santiago Stanham | Business Development Manager

santiago.stanham@informa.com

Parker Ward | Business Development Manager

parker.ward@informa.com



informa
markets

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