


DISCOVER  
BOATING™

MIAMI  
INTERNATIONAL  
BOAT SHOW®

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**SPONSORSHIPS  
2024 - 2025**

 1 Herald Plaza, Miami, FL 33132

**NMMA**  
National Marine  
Manufacturers Association

**IYBA**  
INTERNATIONAL YACHT  
BOATERS ASSOCIATION

  
informa  
markets

# SHOW OVERVIEW

The Miami International Boat Show and the Miami Yacht Show have joined forces to create the **Discover Boating Miami International Boat Show**, the largest boat and yacht show in the world. Discover everything from sportfishing boats to superyachts to the latest aquatic innovations.

The on land selection of boats will take place at the newly reimagined Miami Beach Convention Center and Pride Park. The in-water components of the show will take place at Venetian Marina, Herald Plaza, Museum Park Marina, and Yacht Haven Grande Miami.

Historically, the Miami International Boat Show and Miami Yacht Show have attracted hundreds of thousands of attendees to South Florida and generated an estimated combined annual economic impact of **\$1.34 billion**.

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# PORTFOLIO OVERVIEW



DISCOVER  
BOATING™  
MIAMI  
INTERNATIONAL  
BOAT SHOW®

FEBRUARY 14-18, 2024

ONE SHOW, 6 LOCATIONS

- Herald Plaza
- Venetian Marina
- Museum Park Marina
- SuperYacht Miami at Yacht Haven Grande Miami
- Miami Beach Convention Center
- Pride Park

# DBMIBS BY THE NUMBERS



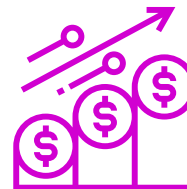
**28%**

Attendees looking to purchase boat within 12 months



**17%**

VIP attendees report income of \$500k+



**27%**

VIP attendees report income between \$200k - \$500k



**75%**

Male

**25%**

Female



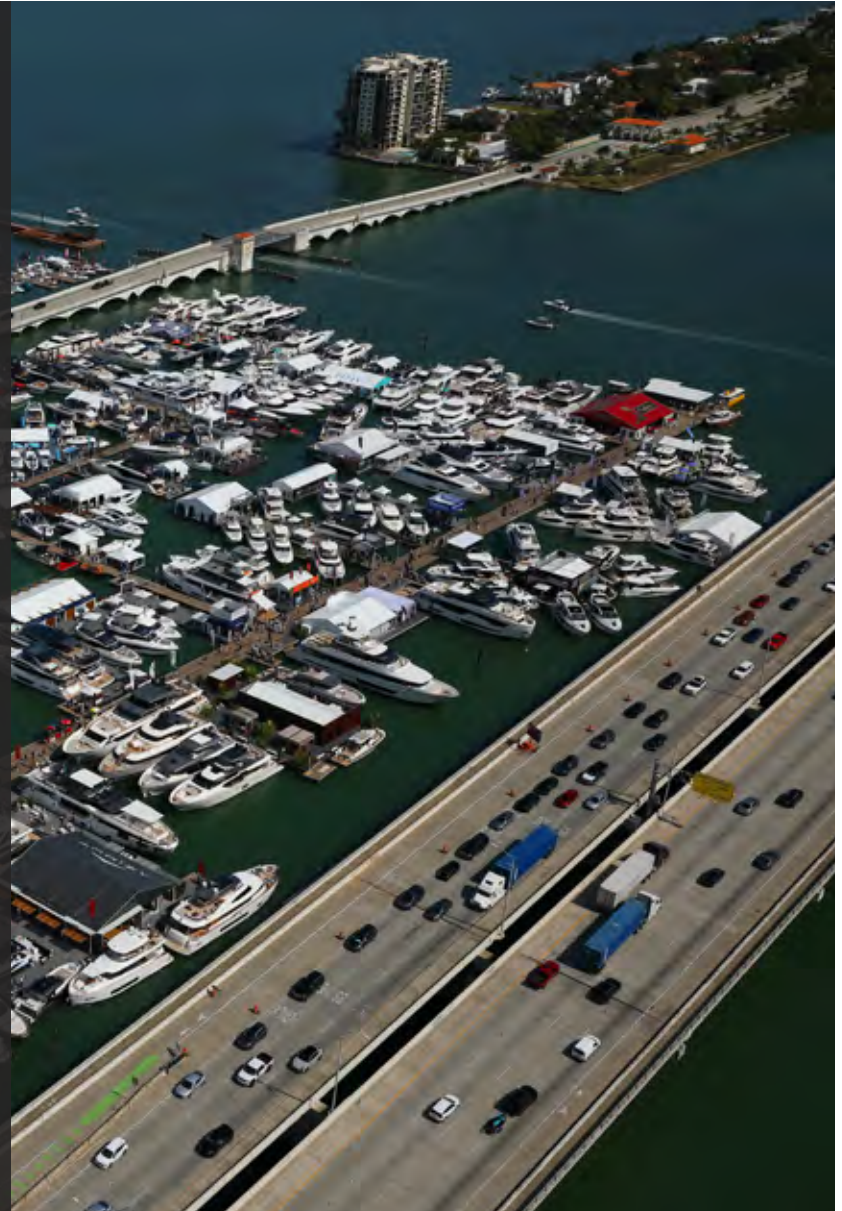
*\*Next economic impact report will be taken for DBMIBS 2024*

# PRESENTING TITLE SHOW SPONSOR (3-year term)

As a Title Sponsor for the Discover Boating Miami International Boat Show, you will receive a custom package to meet your defined objectives, needs, and wants.

## As the distinguished Presenting Title Sponsor, you will receive:

- Official co-branded Show Name + logo across all locations + media
- Dedicated activation space
- Extensive branding and signage plan across all show locations
- Social media and email marketing campaigns
- Registration and ticketing opportunities, upon availability
- Highlights in every print/tv ad and show guide
- Features in the Ribbon Cutting Ceremony and Fox Sports Media Special



*\*Inquire for Pricing with your direct Sales Representative*

# DIGITAL OPPORTUNITIES

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# EMAIL CAMPAIGNS

## DEDICATED EMAIL DURING SHOW WEEK | \$10,000

- (1) fully dedicated email

## DEDICATED EMAIL PRO OR POST SHOW | \$8,500

- (1) fully dedicated email

## FEATURED EMAIL MENTION | \$5,000

- (2-3) sentences in an email

## LOGO FEATURE | \$1,000 PER EMAIL (LIMIT 3)

- Appears in footer + links to a designated URL

## EMAIL BANNER AD | \$6,000

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



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

## EMAIL PERFORMANCE ANALYTICS (AVERAGE)

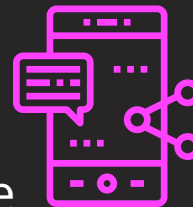
**100K**

total database



**16%**

unique open rate



**7.7%**

click rate



# SOCIAL MEDIA FEATURES

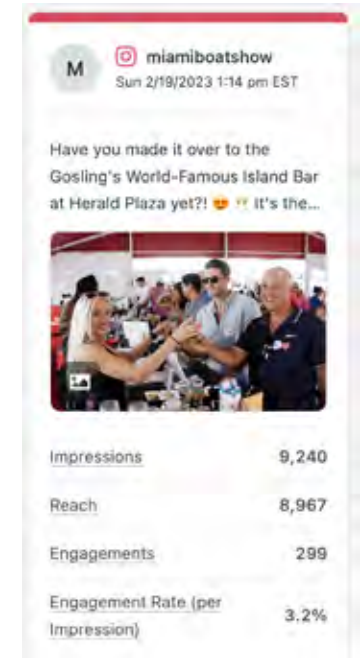
## IN FEED POST

- During show week - \$4,500
- Pre or Post-show week - \$3,500

## STORY

- During show week - \$2,000
- Pre or Post-show week - \$1,500

Platforms:



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

## STATISTICS | FEBRUARY 2023 (Boat Show Month)

**11,644,772**  
overall impressions

The number of times content was displayed to users.

**147,525**  
overall engagements

The number of times users engaged content

**8,000+**  
net audience growth

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

**952,932**  
video views

The number of views among all our social media platforms (DBMIBS and SuperYacht Miami page)



# DIGITAL ADD-ONS

## Facebook Retargeting Ad | \$6,000 (\$30/CPM)

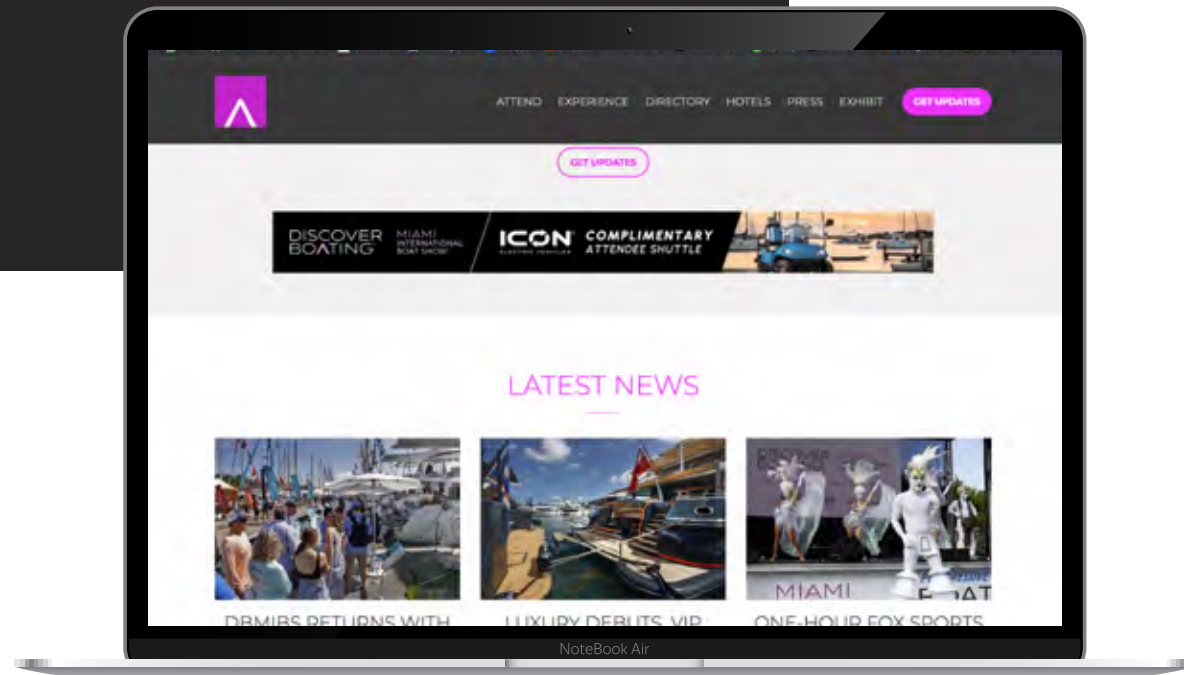
- Targets: Includes people who have visited the Miami (DBMIBS + MYS), Palm Beach (PBIBS), and Fort Lauderdale (FLIBS) websites, showed interest in event pages, and purchased show tickets. (Campaign to run pre/during boat show or post-show)
- Ad Specs Link: <https://www.facebook.com/business/ads-guide/update>

## Show Website Banner Ad | \$6,000

- Inquire for available landing pages

## Show Website Partner Logo Feature | \$1,000

- Logo inclusion within Show Partners scrollbar



# OFFICIAL MOBILE APP TITLE SPONSOR | \$55,000

## SPONSORSHIP INCLUDES:

- Naming rights: On all media "Official Show App presented by Company"
- Dedicated landing page on show website
- Banner Ad on website, related emails, and app home page
- Package is complete with social media and email marketing campaigns with analytics
- Logo on signage and website features inclusive of all sponsors



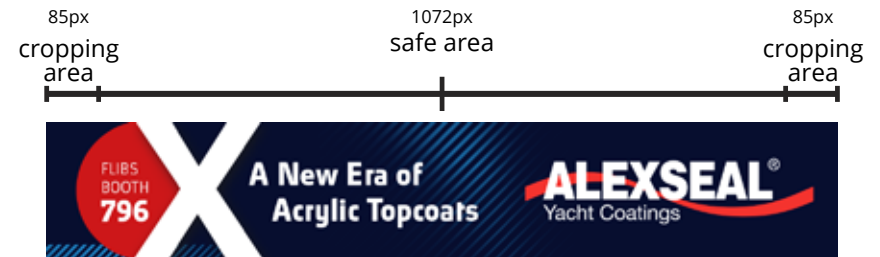
# OFFICIAL MOBILE APP

## In-App Banner Ad | \$6,000

- Placement in rotation of banner ads, limit 5 per show
  - In-App Home Screen (Size 1242 x 213)

## App Push Notification | \$1,000

- Custom dedicated push notification on Official Show App



# WINDWARD VIP

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These all-inclusive luxurious indoor + outdoor retreats for VIP passholders feature open bars, custom menus, and curated experiences at both Herald Plaza and the Miami Beach Convention Center.



# WINDWARD VIP LOUNGE SPONSORSHIPS

## VIP Wristbands | \$8,000

- Co-branded logos on wristbands required for all VIP attendees

## VIP Inserts | \$6,000

- Provide VIP guests with a branded gift from your brand

## VIP Bags | \$30,000

- Co-branded logo placement on the custom tote bag VIP guests receive

## VIP Activation | \$55,000

- Create a branded experience within the Lounge
- Social media and email marketing campaigns included

## VIP Presenting sponsor | \$105,000

- Presenting opportunities get their own page
- Includes an Activation space + opportunity to gift in VIP bags
- Signage + Marketing packages included



# SUPERYACHT MIAMI

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This exclusive marina is dedicated to featuring the largest and most luxurious vessels at the show. After touring the superyachts, clients of exceptional caliber are invited to meet with world-renowned yacht builders to design their next project.



# SUPERYACHT MIAMI PRESENTING SPONSOR | \$105,000

As the distinguished Presenting Sponsor for SuperYacht Miami, you will receive:

- Co-branded naming rights + logo
- Dedicated signage within SuperYacht Miami
- Co-branded logo on official show signage within SuperYacht Miami
- Social media and email marketing campaigns with analytics
- Mentions in all ticketing and SuperYacht emails (1-2 sentences)
- Dedicated activation space within SuperYacht Miami layout



# VENETIAN MARINA

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Home of the popular Sea Trials, where attendees in pursuit of their ideal boat can experience over 150 vessels. Varieties include new and brokerage boats, and presentations from engine manufacturers. In respect for our natural wildlife, Sea Trials are permitted only when trained Manatee Watchers deem conditions safe.





# VENETIAN MARINA PRESENTING SPONSOR | \$55,000

## SPONSORSHIP INCLUDES:

- Co-branded naming rights to Venetian Marina
- Co-branded logo on official show signage within Venetian Marina
- Social media and email marketing campaigns with analytics
- Mentions in all relevant emails (1-2 sentences)
- Dedicated activation space within the Venetian Marina layout



# MUSEUM PARK MARINA

Museum Park Marina (FEC) – This specialized location caters to sailboat and catamaran enthusiasts.



# MUSEUM PARK MARINA PRESENTING SPONSOR | \$55,000

## SPONSORSHIP INCLUDES:

- Co-branded naming rights
- Co-branded logo on official show signage within Museum Park Marina
- Social media and email marketing campaigns with analytics
- Mentions in all Museum Park Marina emails (1-2 sentences)
- Dedicated activation space within Museum Park Marina layout



# HERALD PLAZA

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Explore powerboats, motor yachts 30' to 125', yacht tenders, engines, marine accessories, and retail pavilions. With the largest in-water portion of the show, Herald Plaza is widely considered one of the main locations within the Boat Show.



# HERALD PLAZA PRESENTING SPONSOR | \$80,000

## SPONSORSHIP INCLUDES:

- Co-branded naming rights + logo
- Dedicated signage within Herald Plaza
- Co-branded logo on official show signage within Herald Plaza
- Social media and email marketing campaigns with analytics
- Mentions in all relevant emails (1-2 sentences)
- Dedicated activation space within Herald Plaza layout



# THE BOAT SHOW EXPERIENCE AT PRIDE PARK

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Located across the walkway from the Miami Beach Convention Center, this fully outdoor oasis is a hub of excitement!

From family friendly music and educational seminars to interactive Costa conservation village lawn games, the Boat Show Experience is a quintessential part of the Boat Show. Be a part of the collection of boating lifestyle activations, live entertainment, and innovative cuisine.



# PRIDE PARK PRESENTING SPONSOR | \$265,000

## SPONSORSHIP INCLUDES:

- Co-branded naming rights + logo
- Extensive dedicated signage plan within Pride Park
- Co-branded logo on official show signage within Pride Park
- Social media and email marketing campaigns with analytics
- Mentions in all emails mentioning Pride Park (1-2 sentences)
- Inclusion in press release and print ads
- Dedicated activation space within Pride Park

*\*Contact your direct sales representative to learn more*



# PRIDE PARK ACTIVATION SPONSOR | \$55,000

## SPONSORSHIP INCLUDES:

- Create your own custom branded experience within Pride Park



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*



# MIAMI BEACH CONVENTION CENTER

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This location is home to the largest display of on-land boats, including an impressive array of sportfishing, speed, and center console boats. Opportunities here also expand to the second floor Retail Pavilion, and VIP Lounge.



# MBCC PRESENTING SPONSOR | \$160,000

## SPONSORSHIP INCLUDES:

- Co-branded naming rights + logo
- Dedicated signage within MBCC
- Co-branded logo on official show signage within MBCC
- Social media and email marketing campaigns with analytics
- Mentions in relevant emails (1-2 sentences)
- Dedicated activation space within MBCC
- Name mention in press releases



# MBCC ZONE SPONSOR | \$65,000

## SPONSORSHIP INCLUDES:

- Co-branded naming rights + logo
- Co-branded logo on official show signage within Zone
- Social media and email marketing campaigns with analytics
- Mentions in all relevant emails (1-2 sentences)
- Dedicated activation space chosen Zone

*\*Contact your direct sales representative to inquire about available zones.*



# ALCOHOL PACKAGES

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Feature your brand throughout Herald Plaza, Venetian Marina, Museum Park Marina, and SuperYacht Miami show locations, inclusive of Cocktail Bars, VIP Club bars, and the Island Barge.



# BEVERAGE OPPORTUNITIES

## Pouring Rights | \$40,000

- Exclusive pouring rights as Official Show Category Beverage  
(*Inquire for available categories*)
- Marketing Package included\*

## Tasting Activation | \$55,000

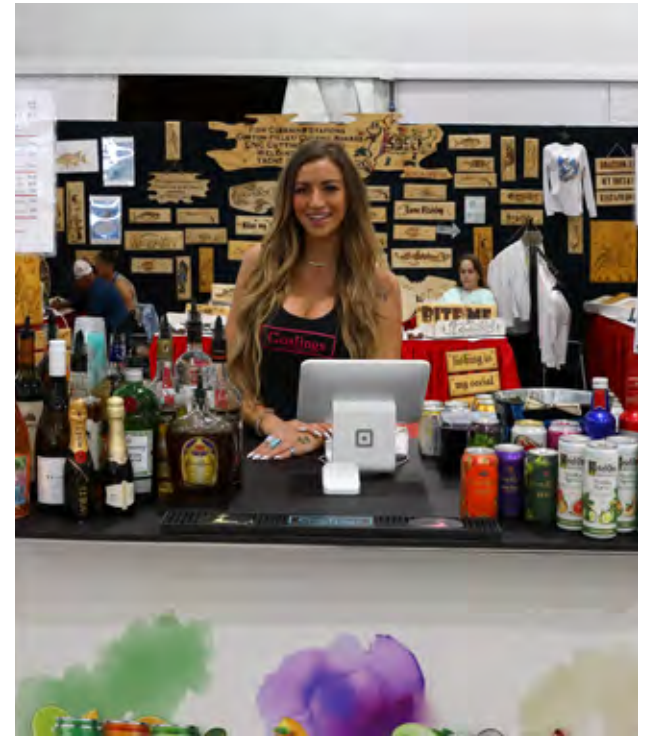
- Inquire for activation areas within Herald Plaza, VIP Lounge, or SuperYacht Miami
- Marketing Package included\*

## Branded Cocktail Bar at Pride Park | \$30,000

- Exclusive branding rights, naming rights, + signage
- Presenting title in all media/communications (Incl. Show Map)
- Marketing Package included\*

## Custom Cocktail Barge at Herald Plaza | \$135,000

- Create your own dedicated barge with naming rights
- Co-branded barge name
- Extensive marketing and signage package included



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

# 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 | \$105,000**

**Shuttle Bus Transportation Half Fleet | \$65,000**

- Exclusive branding on shuttle buses + boarding areas
- 30s – 1min video loop on bus TVs
- Opportunity to provide branded shirts and hats for drivers
- Logo on show website + map
- Banner Ad on Transportation landing page
- Marketing Package included\*



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

# PRIVATE TENDER LOUNGE | \$35,000

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Clients invited exclusively by the most prestigious yacht and marine manufacturers and brokers board private tenders. Private tenders continuously route between SuperYacht Miami and Herald Plaza.

## SPONSORSHIP INCLUDES:

- Exclusive branding rights to 20x20 lounge (branding and decorations subject to Informa Markets approval)
- Includes: White Tent, Carpet, and Electrical
- Experience or activation opportunity within the Lounge
- Social media campaign with analytics



# SHOW GUIDE PRESENTING SPONSOR | \$35,000

Guides are available at all show locations and online.

- Company highlight in Show Guide
- Logo feature on Show Map, print and digital
- Social media and email marketing campaigns with analytics





# REGISTRATION AND TICKETING TITLE SPONSOR

## Registration Title Sponsorship | \$55,000

- Co-branded naming rights + logo
- Dedicated signage in Credentials Tent
- Co-branded logo on Credentials Lanyards and Digital Tickets
- Social media and email marketing campaigns with analytics
- Mentions in all ticketing emails (1-2 sentences)
- Dedicated activation space near Registration Tent or main show entrance
- Marketing Package included\*



*\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

# WIFI

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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.

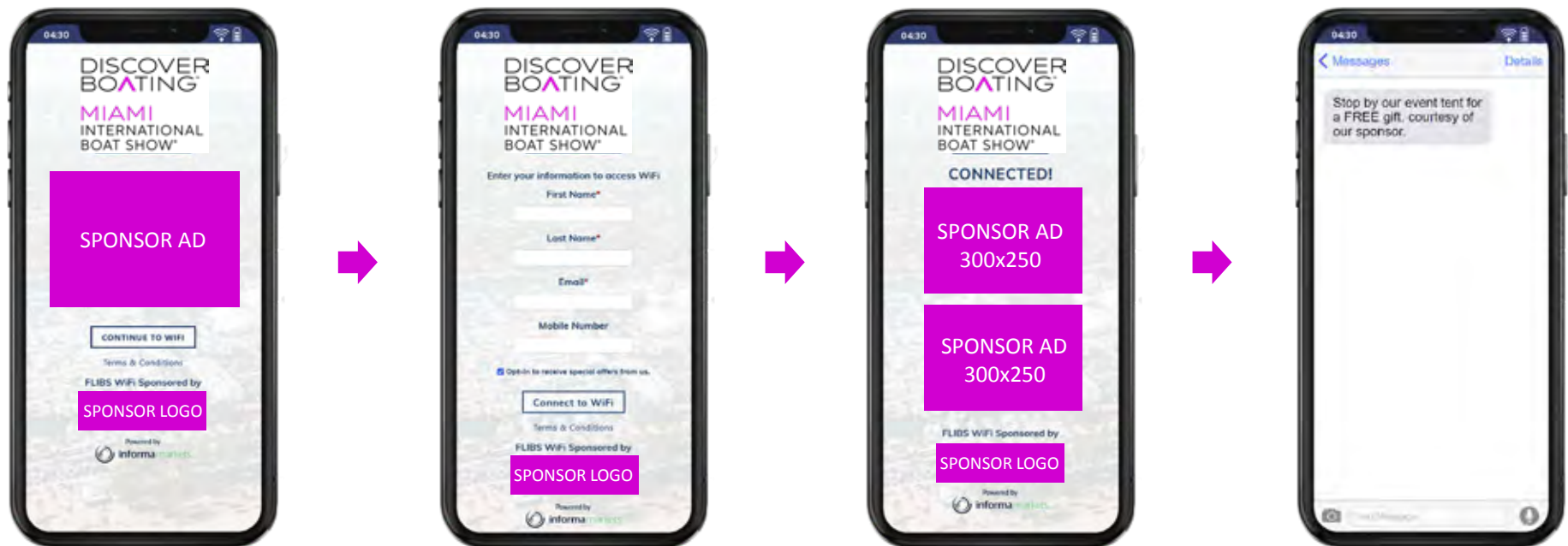
# WIFI TITLE SPONSOR | \$105,000

## 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\*

**50K+**  
wifi guests  
per show

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



\*Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.

# PRIVATE EVENTS

Host your own private event at the Boat Show. Invite guests aboard the Mansion Yacht, or reserve space within the Miami Beach Convention Center (meeting spaces or VIP Club), or Herald Plaza (VIP Club or Cocktail Barge).

Prices ranges between **\$30,000 - \$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.*

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