



LA MARINA  
DE VALENCIA

VALENCIA BOAT SHOW  
BY INSURNAUTIC

# COME DISCOVER CRUISE

28 Oct. — 01 Nov. — 2021





# OUR SUCCESS IN THE PAST IS OUR STRENGTH FOR THE FUTURE

## 2019

**REINVENTION OF OUR  
BOAT SHOW CONCEPT  
AND VISITOR RECORD.**



**22,300** visitors.



**95% exhibitors** satisfaction.



**38,000 m2** exhibition.

**Communication** campaign worth  
**2.2 million euros.**

## 2020

**CONVERSION INTO THE  
FIRST 100% VIRTUAL  
BOAT SHOW.**



**21,311 unique** visitors.



**60% international** visitors.

**143,723 visits** to the virtual platform.



# VALENCIA BOAT SHOW **2021**

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## COMMUNICATION, OUR BEST ASSET



### 2019

## 2,250,000€

ADVERTISING REACH VALUE IN BOTH PAPER AND ONLINE PRESS.

## 502

IMPACTS IN BOTH PAPER AND ONLINE MEDIA.

## 56k

PEOPLE REACHED IN FACEBOOK BETWEEN 18TH OCTOBER AND 4TH NOVEMBER.

## 97.845

VISITS TO OUR WEBSITE.

### 2020

**VIRTUAL**

## 143,723

VISITS TO THE VIRTUAL PLATFORM BETWEEN 28TH OCTOBER AND 1ST NOVEMBER.

## 21,311

UNIQUE USERS BETWEEN 28TH OCTOBER AND 1ST NOVEMBER.

## 60%

INTERNATIONAL VISITORS.

# VALENCIA BOAT SHOW 2021

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## PRESS

“We have noticed that clients really come to buy. We have closed deals”

“We have noticed that clients really come to buy. We have closed deals”

“We have managed to close deals with clients obtained here and we leave with many contacts to work with during the following weeks, so we are really happy”

**Juan Manuel Endrino, responsible at Náutica AZA, official distributor for Jeanneau and Prestige Yachts.**

“Valencia Boat Show is the first one in Spain that understands we are in the 21st century, and has decided a 180º turn around by hiring a truly professional team that work beyond the mere intention of selling boats”

**Pedro Sardina, ABC Yachting.**

### Press covers

#### FIGARO NAUTISME



#### SAIL WORLD



#### EL MUNDO



#### El pionero Virtual Valencia Boat Show recibe 143.723 visitas durante 5 días

El salón náutico arrajó un 60% de visitantes extranjeros, procedentes de EE.UU. sobre todo, Reino Unido y Francia.

El primer salón náutico 100% virtual del mundo, Virtual Valencia Boat Show, logró atraer, entre el 28 de octubre y el 1 de noviembre, 143.723 visitas, de las cuales 88.313 correspondieron a visitantes procedentes de los cinco continentes, una cifra que las organizaciones de las principales marcas del sector...

Si hay algo que ha demostrado que el Virtual Valencia Boat Show es la capacidad de los eventos virtuales de atraer visitantes. De hecho, el salón náutico virtual recibió un 60% de visitantes internacionales y un 40% de visitantes nacionales.

La clasificación de países de procedencia de las visitas es la siguiente: Reino Unido con un 15%, Estados Unidos con un 14,47%, Francia con un 10,18%, Italia con un 3,87% y España con un 2,52%.

#### ABC NÁUTICA



#### THE ISLANDER



### Visual Virtual Room





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## OUR 2019 PARTNERS

Organizers:



Strategic Partner:



Patrocina:



Aseguradora oficial:



Vehículo oficial:



Colaboran:



Instituciones colaboradoras:



Medios colaboradores:





# YACHTING INNOVATION



## A NEW BOAT SHOW CONCEPT

Valencia Boat Show has proved its capacity of converting the Boat Show concept. In **2019 we combined the professional and business** trade exhibition with a big sea festival open to everyone. In **2020**, the event reacted quickly to adapt to the health emergency situation by celebrating **Virtual Valencia Boat Show, the first 100% virtual** show with a great participation success.

## YACHTING 4.0

Since 2019, the event has a dedicated area for yachting innovation in which startups, revolutionary prototypes and initiatives merge to present new solutions related to our industry.



# WHY VALENCIA BOAT SHOW

# 2021



# VALENCIA BOAT SHOW **2021**

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## OPEN SHED 2



### ▶ **THE SPACE:**

La Marina de València, a unique enclave with a strong connection with boating, innovation and sea culture.

**We recover the Open Shed (Tinglado 2), a historic building that allows more competitive exhibition prices** and safety against adverse weather conditions. adversas.

### ▶ **THE MOMENT:**

The last boat show in the Mediterranean Autumn circuit, a show for sales decisions and high conversion rate.

### ▶ **SEA TRIALS:**

The only Spanish boat show with the possibility of sea trials without restrictions.

### ▶ **THE COSTS:**

Competitive rates for exhibition, accommodation and restaurants.

### ▶ **THE GUARANTEE:**

Refund of the total payment due to cancellation or postponement from our side.

### ▶ **THE PUBLIC:**

Visitors who are knowledgeable and yachting users, with purchase intentions.

### ▶ **THE PROMOTION:**

Integral communication and marketing campaign focused on boating users and final buyers.



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## THE 2021 SHOW:

three areas,  
one path.

An only path with three stages that progress in yachting knowledge.



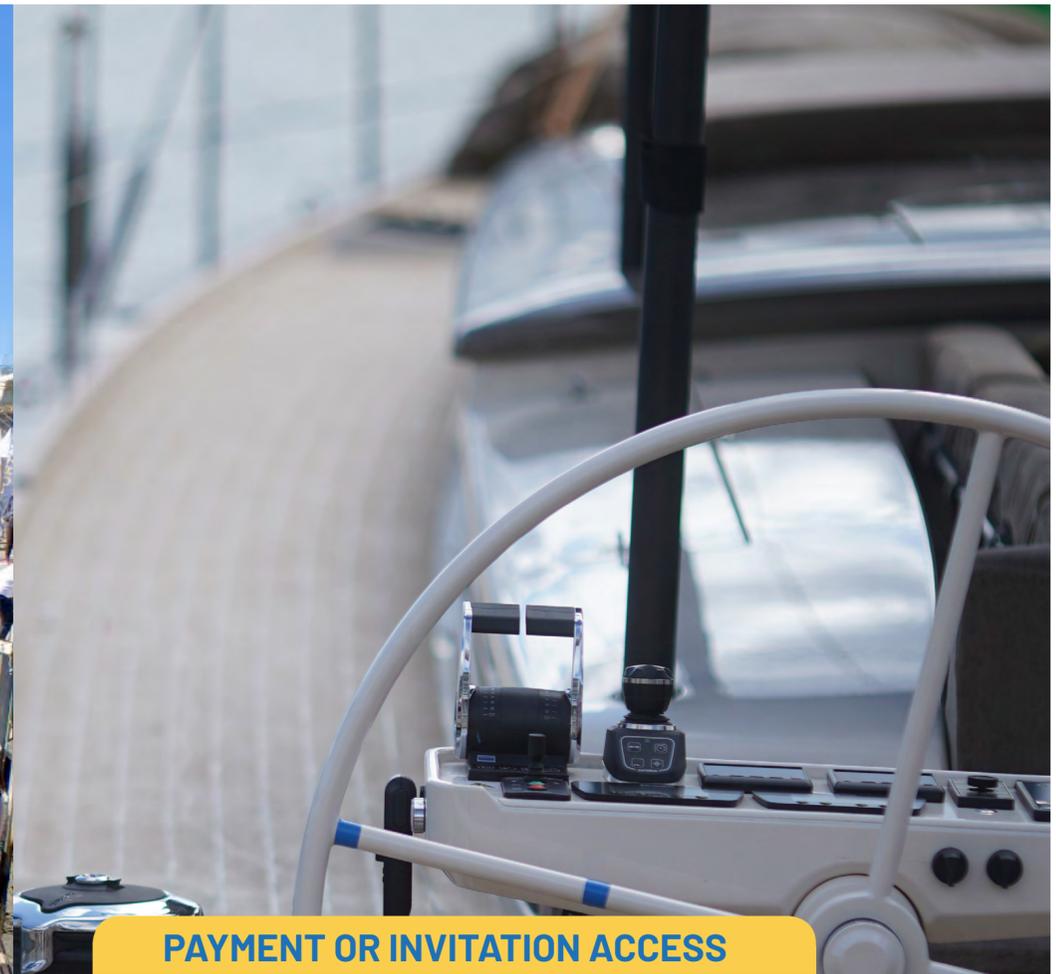
### FREE ACCESS

#### DISCOVER YACHTING:

Entrance area to the event that will be a first contact with the nautical world for the visitor. Associations, Institutions, Fashion, Accessories and Nautical tourism will be located here

#### YACHTING LIFE:

Area focused on both the users who are knowledgeable about boats and the general public. It will host exhibitors for nautical activities, tourist experiences, fishing and a selection of small boats.



### PAYMENT OR INVITATION ACCESS

#### PASSION FOR YACHTING:

Area dedicated to the exhibition of new boats, engines, electronics, services and maintenance, with direct access to the sea. A workspace with a sheet of water dedicated to professionals, and focused on the knowledgeable visitor and user of nautical services as well as industry professionals.

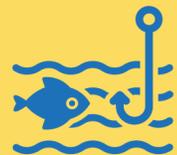


# 2021 UPDATES



## ADDITIONAL 10,000m<sup>2</sup>

Valencia Boats show exhibition space grows in 2021, adding 10,000m<sup>2</sup> more of surface, combining both outdoors and indoors exhibition locations.



## FISHOW, NEW FISHING AREA

A specific zone dedicated to sustainable sport fishing, a new specialized event within Valencia Boat Show dedicated to fishing in all its variants.



## CATAMARAN GROWTH

The bet for multihulls grows in 2021, with a specific catamaran area to find the renowned builders' latest models.



## NAUTICAL TOURISM

Once more, Valencia Boat Show will support nautical tourism, as well as the promotion of the city and Valencian Community as destination par excellence for the practice of watersports at sea.



# + INNOVATION + SUSTAINABILITY

## INNOVATION AND SUSTAINABILITY AREA

### VALENCIA BOAT SHOW HAS A DEEP COMMITMENT TO SUSTAINABILITY AND THE DESIGN APPLIED TO THIS FIELD.

That is why one of the novelties of this edition is the creation of an exhibition area dedicated to innovation and sustainability, in which hybrid and electric boats with sustainable solutions, virtual platforms, nautical apps, innovative technological solutions. National startups, companies that are dedicated to boat conversions to electric / solar, electric motors, sails with solar panels, solar piers, ecological swimwear or made from seabed plastics, together with other companies and institutions linked to this field will all have their own space.

The elimination of single-use plastics, as well as the holding of awareness talks like the one held in 2019 by The Ocean Race are just another example of the show's commitment to the environment.

### STAND 4.0

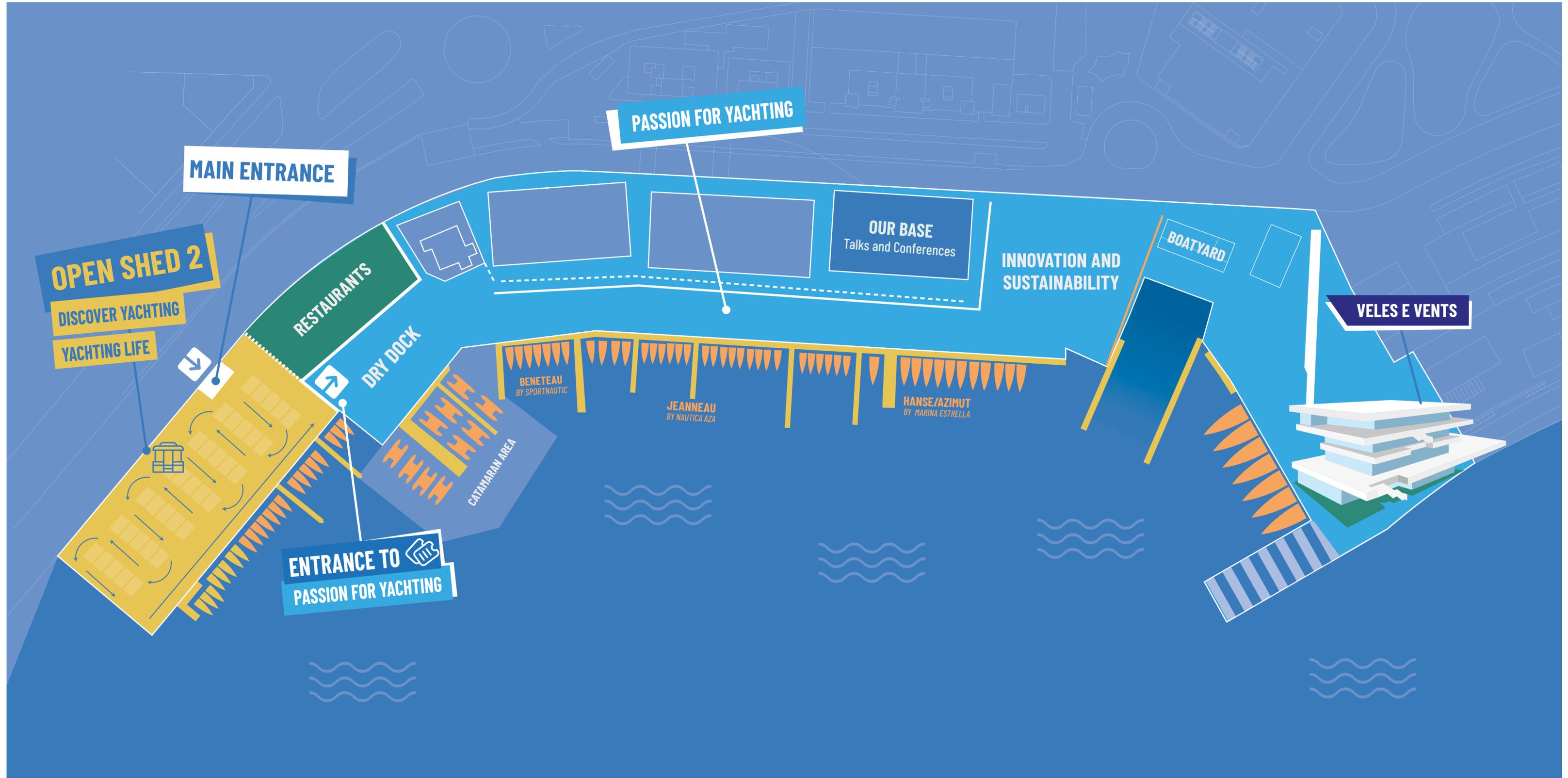


**Following in the wake of the pioneering Virtual Valencia Boat Show, the 2021 event will offer the possibility of having a face-to-face stand where exhibitors can attend their clients in real time via videoconference.**



# VALENCIA BOAT SHOW 2021

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## PRIVATE PIER

For exhibitors  
and boats on  
the water



- **Exclusive** berths in the pier.
- **Custom** carpets with corporate colours.
- **50 square metres** in front of the pier \*(the tent or stand are chargeable to the brand)
- **Communication campaign** with monthly news and info from the moment of subscription and until the end of the show
- **Dock signage in the official** plans of the event and personalised space on the web.





# THE ORGANIZATION

## Unión de Empresas Náuticas (UEN)

The Union de Empresas Náuticas has been the organizer of the event since 2009. A non-profit association formed by companies that cover all aspects of the nautical industry, as well as sports and activities that can be done at sea. Its objective is the promotion, defense, organization, promotion and development of nautical activities and is at the same time the voice of this sector for any entity, public or private.

[www.unionempresasnauticas.com](http://www.unionempresasnauticas.com)



## La Marina de València

Consortio Valencia 2007, managing body of La Marina de València, is the co-organizing entity and headquarters of the Valencia Boat Show since 2009, providing both the exhibition space as well as human and financial resources and experience in holding events and forming a team with the show's staff and with the members of the Union de Empresas Náuticas. The Marina de València is one of the largest public marinas in the Mediterranean, a unique space where yachting, innovation, sustainability, culture and gastronomy coexist.

[www.marinavalencia.com](http://www.marinavalencia.com)





**RATES**

# DISCOVER YACHTING/YACHTING LIFE

(Open Shed)

**SUBSCRIPTION  
FEE**  
**450€**

## Tents / Stand

- Stand 2x2 basic 500 €
- Tent 3x3 basic: 800 €
- Tent 3x3 complete: 900 €
- Stand 3x3 basic: 750 €
- Stand 3x3 complete: 850 €
- Stand 5x5 basic: 1.500 €
- Stand 5x5 complete: 1.600 €

## Free floor

- From 0 to 50m<sup>2</sup> = 40€/m<sup>2</sup>
- From 51 to 100m<sup>2</sup> = 35€/m<sup>2</sup>
- From 101 to 150m<sup>2</sup> = 30€/m<sup>2</sup>
- From 151 to 200m<sup>2</sup> = 25€/m<sup>2</sup>
- More than 200m<sup>2</sup> = 20€/m<sup>2</sup>



\* Identifying labeling of the exhibitor, carpet, power and electricity socket and lighting.

\*\* Complete version adds desk, stool, table and 3 chairs.

## DISCOUNTS

### Limited units

- 25% off the subscription fee
- 10% off the total



## RATES

# PASSION FOR YACHTING

### SUBSCRIPTION FEE

**450€**

### Tents / Stand

- Tent 3x3 basic: 990 €
- Tent 3x3 complete: 1.090 €
- Tent 5x5 basic: 1.800 €
- Tent 5x5 complete: 1.900 €
- Stand Privilege 3x 5: 3.500 €
- Stand Premium 3x5: 2500€

### Free floor

- From 0 to 50m<sup>2</sup> = 50€/m<sup>2</sup>
- From 50 to 100m<sup>2</sup> = 40€/m<sup>2</sup>
- From 101 to 150m<sup>2</sup> = 35€/m<sup>2</sup>
- From 151 to 200m<sup>2</sup> = 30€/m<sup>2</sup>
- More than 200m<sup>2</sup> = 25€/m<sup>2</sup>



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\*\* Complete version adds desk, stool, table and 3 chairs.

### DISCOUNTS

#### Limited units

- 25% off the subscription fee
- 10% off the total



## **BERTH** Rates

### **Monohulls:**

#### **Lengths less than 8m:**

- From 1 to 3 boats: **600€ / berth.**
- More than 3 boats: **450€ / berth.**

#### **Lengths between 8 and 12m:**

- From 1 to 5 boats: **900€ / berth.**
- More than 5 boats: **750€ / berth.**

#### **Lengths between 12 and 18m:**

- From 1 to 5 boats: **990€ / berth.**
- More than 5 boats: **800€ / berth.**

#### **Lengths greater than 18m:**

- From 1 to 5 boats: **1350€ / berth.**
- More than 5 boats: **1100€ / berth.**

### **Multihulls:**

#### **From 1 to 3 boats:**

- 1250€ / berth.

#### **More than 3 boats:**

- 1000€ / berth.



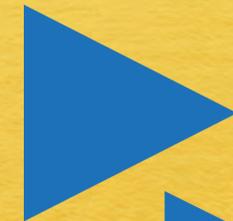


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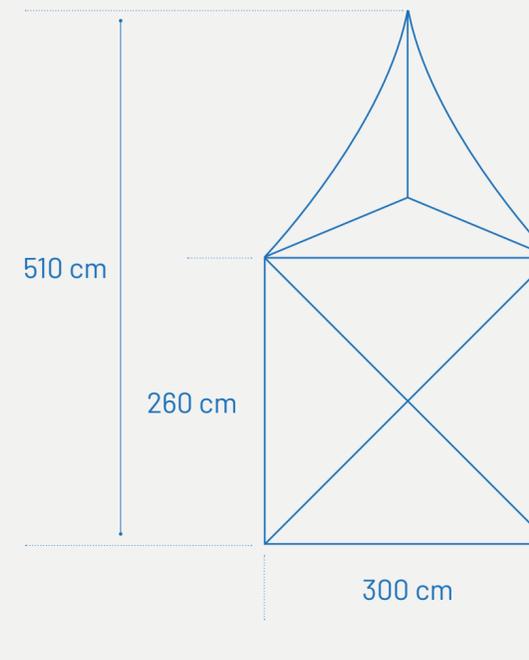
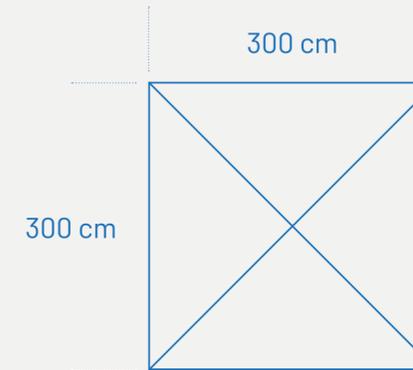
## ADVERTISING Rates

- **Video in high resolution LED** screen 3m wide x 2m high, located in the most public-exposed area: 250€.
- **3x3 Vinyl on the event access wall** (includes material and setup, does not include design): 250€.
- **Featured exhibitor** section in website: 150€.
- **Newsletter mailing** campaign: 150€.





## 3x3 TENT



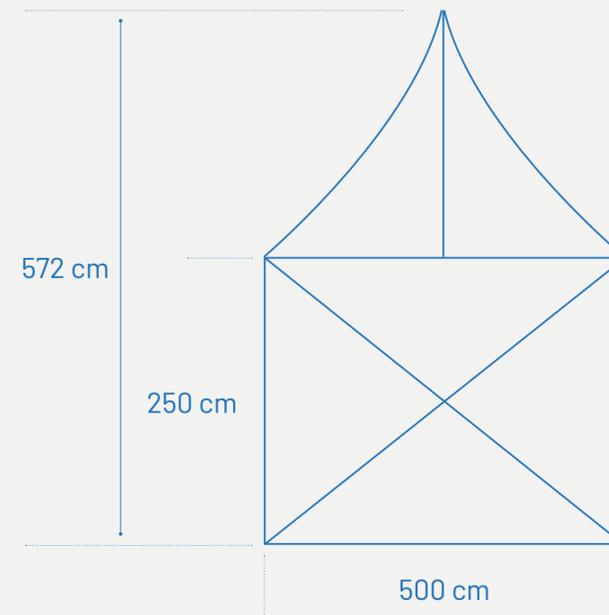
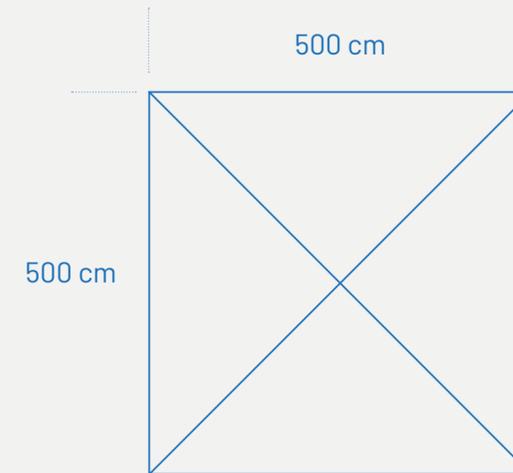
### Modulation 3x3 meters and multiples

- Opening on all sides.
- Floating flooring with carpet in chosen colour  
Blue carpet by default.
- Invisible rain gutter.
- Counterweights lined with black canvas.
- 1 100W led spotlight
- 500W socket included in the electrical protection board.
- Sign placed on the main side.

### Complete 3x3 Tent

- All in basic.
- **PLUS:**
- **Counter desk**
- **round table with white melamine top**
- **3 upholstered chairs.**

## 5x5 TENT



### Basic 5x5 Tent

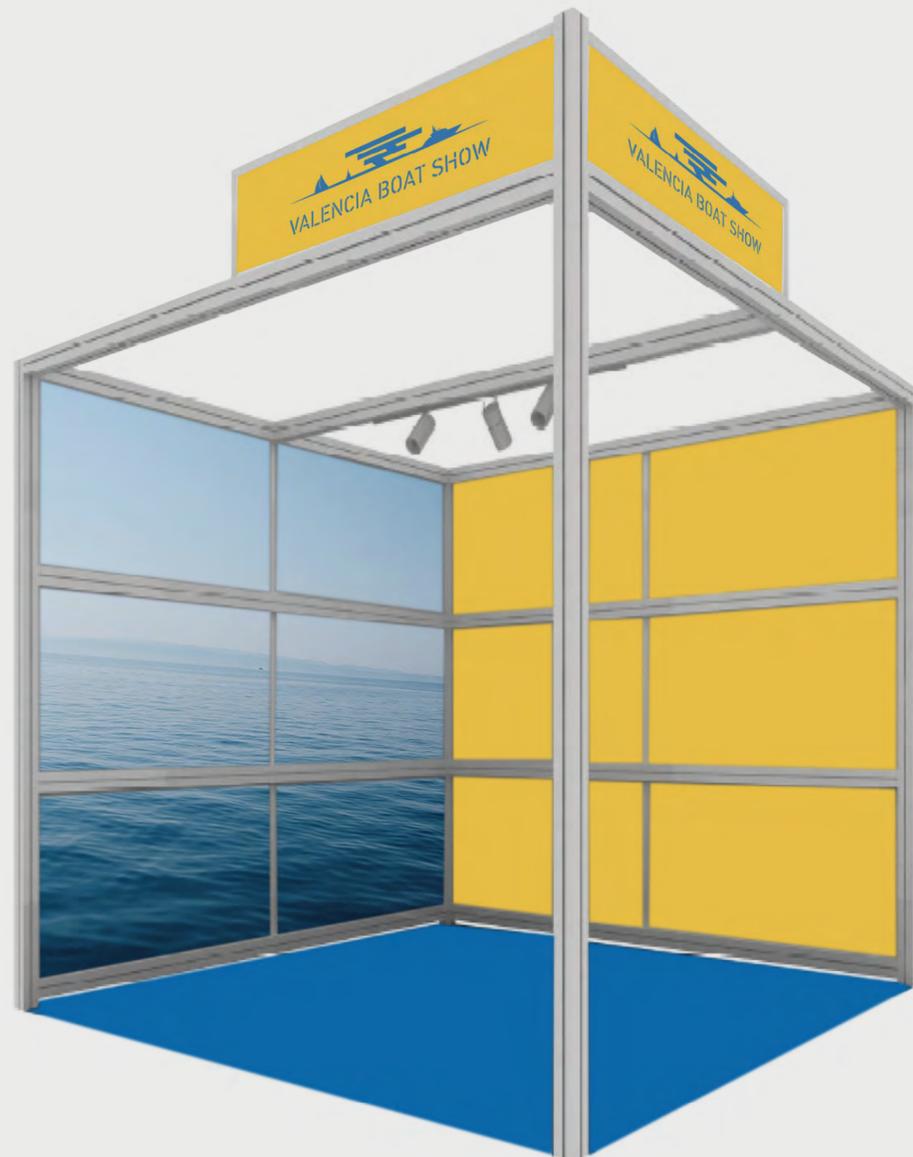
- Modulation 5x5 meters and multiples
- Opening on all sides
- Floating flooring with carpet in chosen colour  
Blue carpet by default.
- Invisible rain gutter.
- Counterweights lined with black canvas.
- 1 100W led spotlight
- 500W socket included in the electrical protection board.
- Sign placed on the main side.

### Complete 5x5 Tent

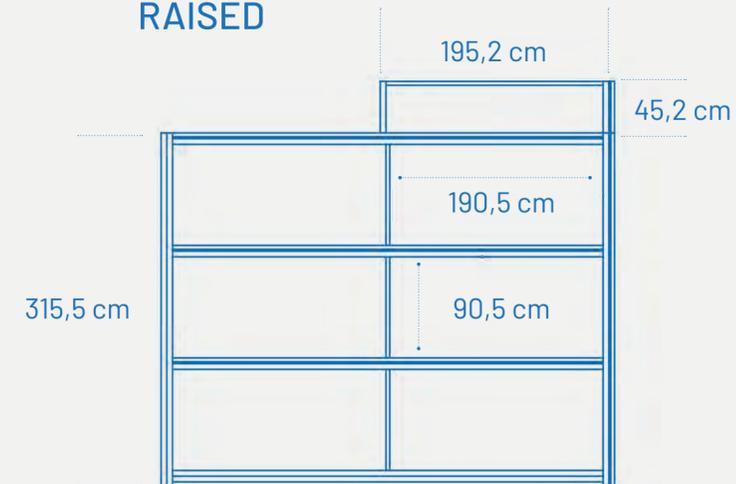
- All in basic.
- **PLUS:**
- **Counter desk.**
- **round table with white melamine top.**
- **3 upholstered chairs.**

## OPEN SHED STAND

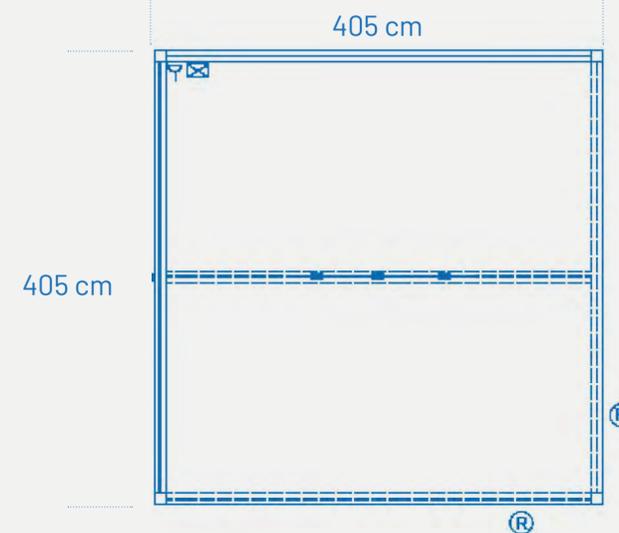
### Basic



#### RAISED



#### FLOOR



### Basic Sheds Stand

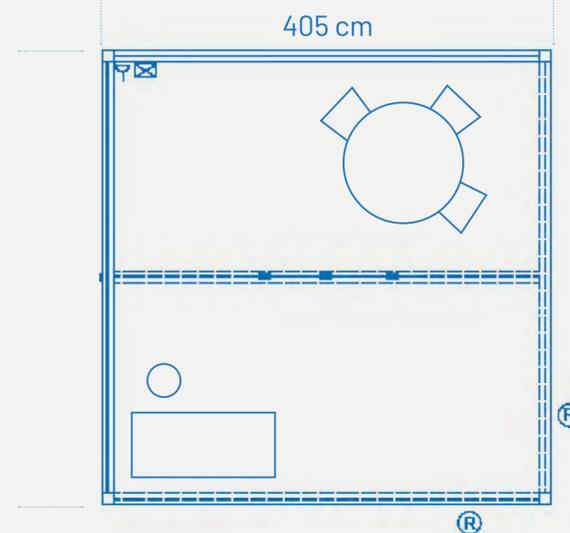
- Silver MC10 aluminum structure 3.5 m.Tall.
- White melamine dividing wall at 3.15 m. open to corridors.
- White melamine front.
- Front panel with standard font.
- Lighting with metal halide bulbs placed on rail. Lighting power 210W per 16 m2 module
- 1500W socket.
- Carpet to floor with chosen color to choose. Default DUCADOS BLUE.
- Labeling / tarpaulins and electrical installation will be placed in the predetermined place, except indication of the exhibitor 15 days before the celebration of the contest.
- The profiles and melamine boards are on a rental basis; they must not be screwed, nailed, glued or damaged in a way. Consult the possible ways of fixing available.
- Design service and / or customization of both the structure and graphic image layout not included. Consult Rates.

## OPEN SHED STAND

### Complete



### FLOOR Complete



### Basic Sheds Stand Complete

- Silver MC10 aluminum structure 3.5 m.Tall.
- White melamine dividing wall at 3.15 m. open to corridors.
- White melamine front.
- Front panel with standard font.
- Lighting with metal halide bulbs placed on rail. Lighting power 210W per 16 m2 module
- 1500W socket.
- 1 furniture pack: 1 counter desk, 1 round table with white melamine top and 3 blue upholstered chairs.
- Carpet to floor with chosen color to choose. Default DEEP BLUE.
- Labeling / tarpaulins and electrical installation will be placed in the predetermined place, except indication of the exhibitor 15 days before the celebration of the contest.
- The profiles and melamine boards are on a rental basis; they must not be screwed, nailed, glued or damaged in a way. Consult the possible ways of fixing available.
- Design service and / or customization of both the structure and graphic image layout not included. Consult Rates.



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## PREMIUM STAND

5x3 m.



# PREMIUM STAND

5x5 m.



## VIP STAND

### Privilege



### Stand VIP Privilege

- 2 attached containers, each of them with the same features as PRIVILEGE STAND.
- 2 terraces composed by fence, floating floor at stand level. Same measurements as stand. 3.5 x 2.4 m.
- Decking in both cases.
- 1 m wide ramp.
- Customization not included. Check rates without obligation.



# SPONSORING OPTIONS ▶

# VALENCIA BOAT SHOW **2021**

BY INSURNAUTIC

## TITLE SPONSOR

### Benefits I



- **Naming of the event:** Valencia Boat Show by "..."  
(\* With appearances in both paper and online press valued at 2.5 million euros according to the auditor Kantar Media).
- **Market Exclusivity in sponsorship of the event.**
- **Featured presence as main sponsor throughout the signage and labeling of the show, as well as in both offline and online marketing campaign.**
- **Sponsorship of the exhibitors' gala, with the possibility of carrying out a promotional activity.**



## TITLE SPONSOR

### Benefits II



- **Customized exhibition space of up to 100m<sup>2</sup>.**
- **Corporate race:** holding of a corporate race with sailing boats, including race committee, beacons, organization and boats.
- **Possibility of using part of the Veles e Vents building as a VIP area:** priority of use in all rooms and the possibility of having a private area on the terrace of the Marítima de Veles e Vents.
- **Possibility of offering an exclusive discount to all exhibitors at the Valencia Boat Show to generate or retain customers.**



# SILVER SPONSOR

## Benefits



- **Market Exclusivity in sponsorship of the event.**
- **Presence as sponsor throughout the signage and labeling of the show, as well as in the both offline and only marketing campaign.**
- **Corporate race:** holding of a corporate race with sailing boats, including race committee, beacons, organization and boats.

### **Customized exhibition space of up to 50m<sup>2</sup>.**

- **Possibility of using part of the Veles e Vents building as a VIP area:** priority of use in all rooms and the possibility of having a private area on the terrace of the Marítima de Veles e Vents.
- **Possibility of offering an exclusive discount to all exhibitors at the Valencia Boat Show to generate or retain customers.**

## BRONZE SPONSOR

### Benefits

- **Presence as sponsor throughout the signage and labeling of the show**, as well as in both offline and online marketing campaigns.
- **Exhibition space to choose** between Shipowners Area (professional area) and Expo & Market area (open to the public).

### Customized exhibition space of up to 50m<sup>2</sup>.

- **Possibility of offering an exclusive discount to all exhibitors** at the Valencia Boat Show to generate or retain customers.
- **Banner in the "Featured Exhibitors" section on the VBS website.**
- **Presence in the "Useful info and Ticket sales" section** (pages with increased visibility in the weeks prior to the event).
- **Publication of featured information through social networks.**





# TEAM



**Eduardo Gil Forteza**  
Director



**Laura Olmedo**  
Innovation & Sustainability  
Director



**Blanca Handrich**  
Communication  
Director



**Javier Latorre**  
Creative Director



**Andreu Jiménez**  
Administration Responsible  
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Organizers:



Strategic Partner:



Institutional Insures:



Collaborator:

