



**SOUTHAMPTON
INTERNATIONAL
BOAT SHOW**

13-22 SEPTEMBER 2024

EXHIBITOR
AND SPONSOR
BOOKING PACK

2023 SHOW TESTIMONIALS



Ultimate Boats
Chris Clarke
Digital Marketing Manager

Phenomenal; there has been great interest in our M class here at the show, the boat has been in and out of its berth all show. It has been incredible and without a doubt we will be here next year and we'll be looking to expand our presence at the show.



Suzuki
Mark Beeley
Head of ATV and Marine

The Southampton International Boat Show really is the British marine industry at its best. We all come together here and showcase what we do to the public. We've had fantastic footfall, just another awesome show. Nearly 100 people a day have taken part in our Suzuki RIB experience and enjoyed getting out on the water, which is what it is all about. We were also delighted to welcome 120 colleagues from our HQ to show who all had a fantastic day out.



Sunseeker International
Sean Robertson
Sales Director

The Sunseeker Family thrive when they are together as a team. Nowhere is this demonstrated more than at Boat Shows when we get to spend time with our valued clients. Our head-turning displays at both Southampton International Boat Show and Cannes Yachting Festival has seen us achieve great success across the range. Our sales team will now depart Southampton and journey to Genoa's Salone Nautico, continuing to Monaco Yacht Show which starts next Wednesday. There is great confidence in the industry, and Sunseeker's phenomenal range coupled with a strong product plan for the future is once again seeing us lead the way. We are thrilled to announce record sales so far during the 2022 Boat Show Season. We look forward to bright future.



Freedom Boat Club
Amy Richards
EMEA Marketing Manager

We pride ourselves on making boating simple and accessible for all and we have enjoyed engaging with visitors from all over the region, whether new to boating or experienced boaters on how simple we make boating here and at over 360 locations worldwide. It was our first time exhibiting at SIBS since we launched here in the UK in 2021, and the perfect opportunity to celebrate the opening of our two new locations at Britain's largest boat show. We look forward to next year and in the interim hope to see you on the water soon!

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WELCOME TO THE SOUTHAMPTON INTERNATIONAL BOAT SHOW 2024

The 55th Southampton International Boat Show will be held from 13-22 September 2024 in Mayflower Park, Southampton. From SUPs to superyachts, the Southampton International Boat Show is the biggest and most popular boating and watersports event in the UK, showcasing the very best that the leisure marine industry has to offer and connecting you with purchasers at a critical time of the year.

OPENING TIMES

Friday 13th to Saturday 21st September 2024: 10:00-18:00
Sunday 22nd September: 10:00-17:00

KEY STATS



450+
exhibitors



300+ boats
on the marina



350+ boats
on the land



103,000+
visitors



Average age
57



Visitor profile
79% AB



Male visitors
75%



Female visitors
22%



Average household
income
£122,000



Visitors average spend at
the show
£1,750



Visitors average spend
post-show
£15,060

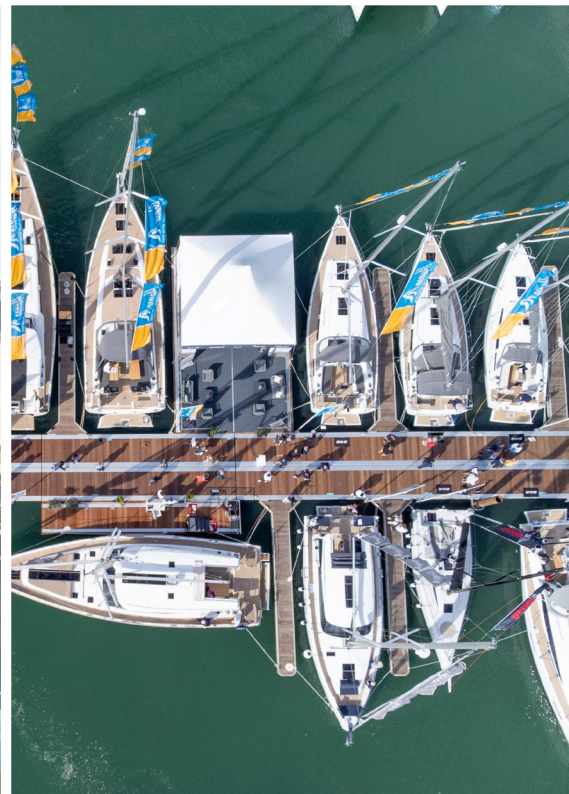




HOW TO EXHIBIT AT SIBS 2024

To exhibit at Southampton International Boat Show 2024 (SIBS 2024), please follow the steps below for your company:

- Choose which zone you would like to exhibit in (see page 8)
- Please read all supporting information included in this SIBS 2024 Exhibitor and Sponsor Booking Pack
- If you are a SIBS 2023 exhibitor and would like to confirm the same stand size and location, you will have received a formal 'Contract To Exhibit' alongside this pack to sign and return to **Sales@britishmarine.co.uk** by 31st October 2023
- New exhibitors to the show or SIBS 2023 exhibitors wishing to make changes and booking after the 31st October 2023, please complete your details and stand requirements using the **Application Form on pages 21-22**
- Please email the Application Form to **Sales@britishmarine.co.uk**
- The Sales Team will then be in contact to discuss your application and confirm your requirements for SIBS 2024
- If you have any further queries or would like to discuss your stand options, then please do not hesitate to contact a member of the team (see page 23)



KEY DATES

Previous exhibitor rebook deadline:	31st October 2023
Deposit due:	20% by 31st October 2023
Early booking discount:	Available until 31st October 2023
Release of non-booked exhibitor stands from 2023:	1st November 2023
<i>*Allocations open to new exhibitors for 2024 - 01st November 2023</i>	
Second payment due:	30% by 31st March 2024
British Marine member discount deadline:	30th April 2024
All exhibitors to confirm their space/line up:	1st June 2024
Booking amendments deadline:	1st June 2024
Confirmation of land and marina layout:	1st June 2024
Introduction of amendments fee:	From 2nd June 2024
Balance payment due:	50% by 1st July 2024

The show will be open for all new bookings until the show has reached its full capacity, please contact sales@britishmarine.co.uk if you wish to check for exhibitor space opportunities



FIND YOUR ZONE

The Southampton International Boat Show offers your brand a wide range of exhibiting options to suit your budget and to achieve your business objectives. Following the highly successful launch of a new layout in 2021, the show offers you the opportunity to place your business at the heart of several dedicated and product-specific zones, targeted to the interests of each audience.

Here is this years show configuration.

Not sure which zone to choose? Please contact our sales team at sales@britishmarine.co.uk



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WATERSPORTS ZONE

From stand-up paddleboards, wakeboards and kayaks to board sports and diving, the Watersports Zone is the place for both easy riders and adrenaline junkies. This zone features the latest and hottest trends and equipment. It is perfectly placed within the show layout to capture the imagination of first-time visitors who haven't realised the many ways they can get out on the water and have fun

Stand types available:

- Outdoor open stand – located on hard-standing
- Small boat slots



DINGHY ZONE

Meet up with your friendly sailing community in the Dinghy Zone. This area serves as a focal point for owners, club sailors and holiday club adventurers for whom cruising, racing or pottering in small craft is a passion. It showcases the market-leading, accessible and social facets of dinghy sailing and features everything from sports and sailing dinghies to holiday and training providers.

Stand types available:

- Outdoor open stand – all located on hard standing
- Small boat slots

CLASSIC AND DAYBOAT ZONE

A celebration of the very best in traditional boat building, visitors will get up close and personal with the finest classic and day boats. Visitors to this zone will experience hands-on product demonstrations and enjoy training sessions on construction techniques. Secure your space here to attract those who value fine lines and exquisite craftsmanship.

Stand types available:

- Outdoor open stand – located on hard-standing or grass
- Small boat slots



SHIPYARD

If you are looking for passing footfall of those customers who enjoy the finer things, this area is for you.

Located near our VIP entrance and Quayside Club, this area attracts those who are happy to pay that little extra for quality and service. Also hosting our entertainment space in 2023, with live music and great food it creates a wonderful atmosphere to put our visitors in the mood to make those all-important purchases. Minimum stand size here is 6m x 6m.

Stand types available:

- Outdoor open space – located on hard standing



MAYFLOWER PARK

The Southampton International Boat Show's traditional waterfront space is named after the famous ship that carried the Pilgrims to America in the 17th Century. Fast forward four centuries and Mayflower Park must have launched myriad adventures in the five decades that it has hosted the show. It is a magnet for serious buyers seeking boats, equipment and services to bring their yachting and powered boating experiences to the next level. Waterside seating offers views across the stunning marina and demonstration area, while the Guinness Bar and Quarterdeck Bar & Restaurant provide ample opportunities for lunch and social meet-ups.

Stand types available:

- Outdoor open stand – located on hard standing or grass
- Small boat slots

OCEAN HALL

Ocean Hall is located in Mayflower Park. This structure offers exhibition space in a large enclosed environment which is home to over 150 exhibitors. It is split into three adjoining halls to showcase a full range of products which are predominantly the following:

- **Hall 1:** marinas, sea schools, training providers, insurance, retailers and more
- **Hall 2:** sailmakers, rigging equipment, deck equipment, chandlery and more
- **Hall 3:** electronic and navigational systems, deck equipment, engines, chandlery and more

Stand types available in this area:

- Undercover open space
- Undercover shell scheme
- Show-ready package



LAND RATES

Stand type*	Cost (per sqm)	Description
Outside open stand	£138.26 + VAT	Space only, located on hard-standing or grass. Exhibitors must build all aspects of their stand.
Undercover open stand	£199.87 + VAT	Space only, located in Ocean Hall. Exhibitors are required to build all aspects of their stand. To include walls (minimum 2.4 m) where there are neighbouring stands and provide a suitable floor covering.
Undercover shell scheme	£300.51 + VAT	Shell scheme located in Ocean Hall. The price includes walls, flooring and a named fascia display board.
Undercover show-ready package	£823.90 +VAT	Show-ready located in Ocean Hall. The price includes floor space, fabric graphics, 2x 500w single sockets, LED arm lights (1x per 1.5m linear metre), carpet, installation, dismantling and transportation.
Small boat slot (per slot)	£461.44 + VAT	Located in the Watersports, Dinghy, Classic and Day Boat zones. These slots are for boats that are a maximum size of 5m x 2.5m.

* Minimum stand size 3m x 3m

All prices are applicable from 1st September 2023 and may be subject to increase if the organiser deems necessary.





SHOW MARINA

Europe's largest purpose-built marina remains the heart of the Southampton International Boat Show featuring over 120 brands and 350 boats and a variety of on water experiences for everyone to enjoy. This market leading collection of power and sales boats in one premium location makes it THE place for your brand to sell boats in 2024.

MARINA RATES

Stand type	Cost (per sqm)	Description
Marina	£286.15 + VAT	Marina berth located within our purpose-built marina, calculated on the area occupied (LOA x beam).

In addition to Marina berths, we also offer areas on the water that can be used for hospitality and/or exhibition stands - these are restricted to certain sizes of floating decks and you are required to hire marquees through us.

For the full details of Marina Rates - Decks and Marquees, please see [page 14](#) for a breakdown of costs and sizes available.

All prices for the Marina and Marina Hospitality are applicable from 1st September 2023 and may be subject to increase if the organiser deems necessary.

MARINA HOSPITALITY - DECKS AND MARQUEES

Additional floating decks are available in multiples of either 11.5m or 7.5m in length. The width increases in 2m or 2.5m increments, as the table below shows.

Marina hospitality and additional decks

Size of deck	Additional deck cost	Hospitality deck cost
7.5 x 2	£4,567.83 + VAT	£6,410.37 + VAT
7.5 x 2.5	£5,710.59 + VAT	£7,969.36 + VAT
11.5 x 2	£7,003.15 + VAT	£9,829.02 + VAT
11.5 x 2.5	£8,754.74 + VAT	£12,285.74 + VAT

Marina hospitality marquee costs

Marquee size	Soft-sided	Hard-sided*
4m x 4m	£900.41 + VAT	NA
5m x 5m	£2,942.50 + VAT	£3,402.60 + VAT
6.25m x 6.25m*	£3,895.87 + VAT	£4,413.75 + VAT
9m x 9m*	NA	£9,387.65 + VAT

*Option for ABS opaque and clear glass sides

Please confirm your marquee requirements on the Application Form and provide a draft layout of your stand. No flooring is included due to weight capacity on water. All marquees are subject to availability and will be confirmed at the time of booking.



An example of a 7.5m x 4.5m floating deck with a 4m x 4m soft-sided marquee



KEY STATISTICS



291,832

website visitors between
June and October 2022



105,000

visitor emails database



25,000

social media followers



Social media engagement
increased from 18,700
in 2019 to

157,400



Marketing and PR reach

67million

MARKETING

The Southampton International Boat Show is the highlight of the year for all in the leisure marine industry. Its impact is much wider than its physical presence and it presents a fantastic opportunity for exhibitors to ride a bow wave of enhanced interest in boating amongst traditional media, social media and the general public.

YOUR BENEFITS

Take advantage of the promotional opportunities which are included as a part of your stand costs at the Southampton International Boat Show:

- Exhibitor listing on the Southampton International Boat Show website, including opportunities to upload photos, videos and descriptions of your products and services
- Exhibitor listing on the Southampton International Boat Show map
- Access to more than 105,000 visitors via our weekly email
- Access to 25,000+ followers on our social media
- Special Guest Ticket platform for your customers
- PR support to boost the launch of your new products
- Networking events at the show
- Our wide-ranging marketing and PR campaign sees a phenomenal average audience reach of over 67 million. The show has previously featured in national titles such as the Daily Telegraph, Daily Mail, Independent, Metro, HELLO! Magazine, Waitrose Weekend, BBC World, Sky News and BBC Radio 2.

Practical
Boat Owner

Yachting World

BBC
WORLD

sky **NEWS**

HELLO!

BBC
RADIO



97.4/103.2
CAPITAL
FM

Daily Mail

The Daily Telegraph

METRO

heart

MARKETING CAMPAIGN

For **Southampton International Boat Show 2024** we will deliver an integrated marketing and communications plan to reach an ever-growing consumer audience, as well as trade and potential exhibitors.

Our **strategic plan for our PR and social media campaigns** will spark conversation and engage new and existing audiences with the key aim of driving sales and increasing interest in the event.

Our **immersive website** will optimise our digital reach, attracting new audiences and supporting our sponsors and partners.

Our **fresh, bold identity** will appeal to all audiences and showcase the variety on offer at the show, with energy and style.

The 2024 marketing campaign will include:

- Digital marketing including PPC and programmatic advertising
- Social media
- Email marketing
- PR
- Direct marketing
- Networking events at the show
- Print advertising
- Regional press
- Exhibitor promotions
- Third party promotions
- Trade marketing
- Southampton Council promotions
- Community initiatives
- British Marine member communications





SPONSORSHIP

We have a wide range of sponsorship opportunities available to enhance your presence available at SIBS 2024. Our sponsorship team is on hand to build a bespoke solution for you, based on your business objectives, desired audience and budget.

For more information and to speak to the team about the sponsorship opportunities available at SIBS 2024, please contact staylorson@britishmarine.co.uk.



MEMBERSHIP AND EARLY BOOKING DISCOUNTS

BRITISH MARINE MEMBERSHIP DISCOUNT

British Marine membership discounts will apply on space bookings made between 01st September 2023 - 29th April 2024. All bookings made after this date will be subject to the full Southampton International Boat Show Rate Card.

British Marine members' discount structure

Any company who joined membership before 1st July 2016 and has been a continuous member		Any company who joined membership after 1st July 2016 and has been a continuous member	
Number of years of continuous exhibiting*	Discount value (%)	Number of years of continuous exhibiting*	Discount value (%)
1	2.5%	1	2.5%
2	5%	2-5	5%
3	10%	6-9	10%
4	15%	10+	15%
5	20%		
6+	25%		



*Please note that the following terms apply to the British Marine Membership Discount:

- If any year/s of exhibiting at the Southampton International Boat Show (as a British Marine member) has/have been missed, the percentage will drop back the same number of years
- Any company that joins British Marine membership after the 30th April 2024 will be unable to secure a show discount until the following year

If you are interested in becoming a British Marine member today, please contact membership@britishmarine.co.uk



EARLY BOOKING DISCOUNT

The 5% early booking discount for SIBS 2023 will be available on all bookings made before 31st October 2023. All qualifying discounts will be added to your contract at the time of booking.



PAYMENT TERMS

- 20% deposit – due by 31st October 2023
- 30% deposit – due by 31st March 2024
- 50% deposit – due by 1st July 2024

A late payment rate of 4% + Bank of England Basic Rate will be added to your invoice if you fail to meet payment dates. We also reserve the right to charge a recovery fee if you fail to meet these payment dates.

Please note that should you sign your contract later in the year, you will be asked to meet all previous payment obligations.

TERMS AND CONDITIONS

Please ensure that you read our full **Terms and Conditions**. These terms and conditions apply to exhibiting at the Southampton International Boat Show 2024.

ADMINISTRATION FEE

Once the Contract to Exhibit has been signed, if any changes are required to the booking after the 1st June 2024 an administration fee of £200 will be added to the booking and payment made following our standard payment terms.

DISCLAIMER/NOTES

Southampton International Boat Show will make every reasonable effort not to make changes to the location of the space allocated to exhibitors, but exhibitors expressly need to understand and agree that the organiser has the discretion to alter the layout of the show should the organiser deem it necessary in the interests of the show, exhibitors or visitors.



APPLICATION FORM TO EXHIBIT **Please complete**

Exhibitor (company name)		Your VAT no.		British Marine ref no.	
Exhibitor's full address		Invoicing address if different			
Trading name (known as)		Website address			
Show booking contact		Email of contact			
Telephone no.		Mobile no.			
Exhibitor's marketing contact:	Name		Email		

We will be exhibiting the following:	Products						
	Brands*	*By advising us of all the brands at the show, we can assist in advising the recommended location for your stand.					
Please select preferred location/s within the show	Watersports	Dinghy area	Classic Boats & Trailer Sailors	Mayflower Park	Ocean Hall	Solent Park	Marina/On water

Preferred type of stand	Front (m)	Depth (m)	Total space	SQM rate	TOTAL
Outside open space			sqm	£138.26	
Under cover open space			sqm	£199.87	
Under cover basic shell scheme			sqm	£300.51	
Under cover show-ready package			sqm	£823.90	
Small boat slot (per slot)			Slot/s	£461.44/slot	

Application Form continues on the next page, please complete all fields.

Marina berth/requirement (LOA x beam)							
Make of craft	Boat model	Sail/power	Length overall	Beam	Total (LOA x beam)	Draft	Demo berth required?
				Total SQM			
				Rate/SQM	£286.15/sqm		
				Total cost*			

*Any relevant British Marine Discount will be deducted from the total cost and shown on the Contract to Exhibit once space has been agreed

On water hospitality requirements			Marquee requirements		
Size of deck required	Type of deck - please select		Size of marquee	Soft-sided?	Hard-sided: please confirm panel type and required layout
	Additional	Hospitality			

Space requirement requests	Previous exhibitor space requests*
	Same location as 2023
	Same stand size as 2023
	Same orientation as 2023

Date of application	
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*If you exhibited at the 2023 Show and have ticked all the boxes above, we will follow with a Contract to Exhibit for the same stand, subject to no layout changes being made by the Organiser.



EXHIBITOR AND SPONSOR BOOKING PACK - CHECKLIST

- Completed Application Form **or** your signed 'Contract to Exhibit'
- Supporting Marketing Information – please include your company logo, website address, social media links and company profile

Please email your Southampton International Boat Show 2024 Application Form and supporting documents to **Sales@britishmarine.co.uk**

CONTACT US

For any questions and/or support regarding exhibiting at the Southampton International Boat Show, please contact the Events Team.



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Operational enquiries please contact **operations@britishmarine.co.uk**

Marketing & PR enquiries please contact **marcomms@britishmarine.co.uk**

Ticketing enquiries please contact **tickets@britishmarine.co.uk**

THANK YOU.
WE LOOK FORWARD TO WELCOMING YOU AT THE
SOUTHAMPTON INTERNATIONAL BOAT SHOW 2024.

This is a British Marine event.



**SOUTHAMPTON
INTERNATIONAL
BOAT SHOW**

13-22 SEPTEMBER 2024