

Sweden's leading meeting place for boating enthusiasts,
with close to 400 exhibitors and 80,000 visitors.

Welcome to this year's boat show 1-10 March 2019

Here's why you should exhibit at the Stockholm International Boat Show

The Stockholm International Boat Show brings together motorboat owners, sailing fans, archipelago enthusiasts and all who love the maritime lifestyle. Over a period of ten days, people meet to close deals, exchange experiences and make new contacts. The Stockholm International Boat Show is the natural meeting place for the entire industry.



- Meet Sweden's most dedicated boating enthusiasts with a purchasing power to match
- Receive discounted ticket prices for you and your customers
- Market your company via the internet, social media, daily newspapers, magazines and outdoor advertising
- Maximize visibility by exchanging marketing channels

"We displayed the Jeanneau Sun Odyssey 440 sailboat and a lot of business was generated thanks to the boat show. We established many new contacts, and overall we experienced an enthusiastic public with purchasing power, both with regards to boat sales and boat rental."

Sofia Schumacher, Marketing Manager
Navigare Yachting

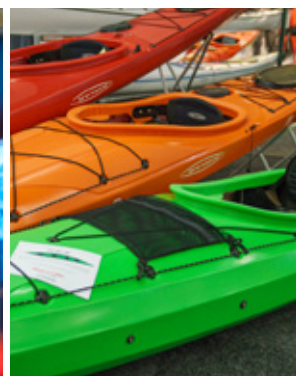


The Stockholm International Boat Show 2019



- Continued focus on sailing
- Clearer division of areas
- Exciting activities for children
- Inspiring lectures

Photographers: Gustav Kaiser, Lasse Eklöf, Elise Florman



Our visitors 2018*

78% of our visitors come from the prosperous Mälardalen region

72% of our visitors have boating as a hobby and leisure time activity

78% of our visitors don't visit other boat shows

73% of our visitors rate the Stockholm International Boat Show as "good" or "very good"

Our visitors attend the boat show in order to

- See the latest boats and accessories
- Try fun activities
- Visit the sailing department for inspiration
- Purchase boating accessories
- Watch the Classic Boat Show
- Get tips on boat charters in and outside of Sweden

*Get tips on boat charters in and outside of Sweden

WATER PARK

- 40 m pool in a dedicated activity hall
- Wakeboard, SUP, kajak mm
- Displays, demos and tryouts



Stand Prices

Boats and other bulky items SEK 895/sqm

For boat exhibitors, this includes supports, lift, high-pressure exterior wash, inward/outward transport. Must be booked in advance.

Products & services SEK 1,395/sqm

Stand rent includes goods handling and removal of empties. Goods handling must be pre-booked. Please note! No direct sales.

Direct sales SEK 1,595/sqm

Stand rent includes goods handling and removal of empties. Goods handling must be pre-booked. Smallest bookable space: 8 sqm

Basic fee SEK 3,900 per exhibitor

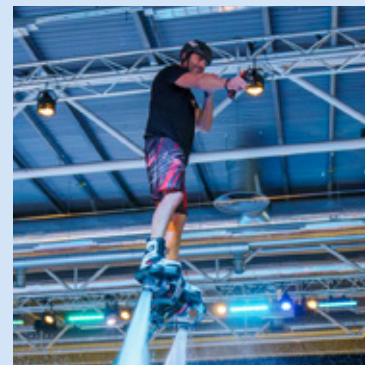
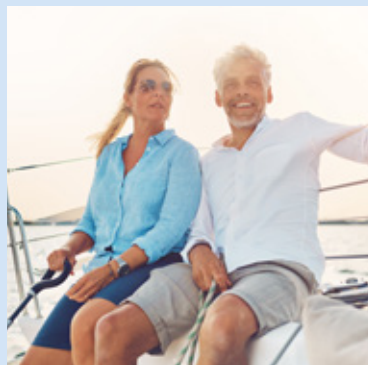
The basic fee includes the registration fee, insurance and one 10A power outlet.

Digital Stands for increased exposure

Show off your brand with your own promotions, news, offers and activities. Upload contact details, images, films, press releases and links. You can view the programme and all other information about the Stockholm International Boat Show on our website and in the app. Our Digital Stands cost SEK 895.

Digital signs for maximum reach

We offer effective, modern exposure through our new digital signs. You can use moving pictures and animated material to spread your message, from the commuter train station and parking lot to the main entrance and exhibition halls. Contact us for a quote.



Contact

Hanna Åkerström, Sales Manager
hanna.akerstrom@stockholmsmassan.se
+46 (0)8 749 41 85

Kerstin Rapaport, Key Account Manager
kerstin.rapaport@stockholmsmassan.se
+46 (0)8 749 41 49

Fredrik Lager, Sales Manager
fredrik.lager@stockholmsmassan.se
+46 (0)8 749 41 66

**Allt
för sjön**
BOAT SHOW

Catarina Oscarsson, Projektledare
catarina.oscarsson@stockholmsmassan.se
+46 (0)8 749 43 66

Malin Troberg Lindén, Projektledare
malin.troberglinden@stockholmsmassan.se
+46 (0)8 749 43 09

Jessica Lundvall, Eventadministratör
jessica.lundvall@stockholmsmassan.se
+46 (0)8 749 42 31

Hanse Thorslund, Projektchef
hanse.thorslund@stockholmsmassan.se
+46 (0)8 749 43 85