



THE INTERNATIONAL BOAT SHOW & FESTIVAL
2013 Sanya, China

SAVE THE DATE: October 17–20, 2013

NMMA/North America Pavilion
International Boat Show & Festival
Sanya, Hainan, China

Although numerous boat shows are springing up in China (39 in total), NMMA and the international marine industry associations have made the strategic decision to focus our efforts on one show—the International Boat Show & Festival in Sanya, Hainan, China. Our support of the International Council of Marine Industry Association's (ICOMIA) decision to endorse this new show will provide our members with the assurance of a top-notch, professionally produced event.



The International Boat Show & Festival is a 4-day event, scheduled to take place October 17–20, 2013 at the state-of-the-art Serenity Marina located a short distance from Sanya, Hainan Island in China. The show will focus on mid-range boats, which will be displayed both in water and on land, although all boat and yacht sizes are welcomed. An ICOMIA-produced conference on boating in China will take place on October 16th, the day before the show opens.

WHY CHINA?

Recreational boating in China has grown steadily during the past two years. In 2010, China imported more than \$80 million of yachts and pleasure vessels, an increase of 138% from the year prior. In 2011, the US alone exported more than \$40 million in boats and engines to China, making it our 12th largest export market!

Currently, there are approximately 400 boat manufacturers in China, 40 of which realized annual sales of \$1.5 million or greater. However, in spite of the rising number of Chinese-built boats, Chinese consumers still prefer well-known Western brands, and they view boating as a symbol of social status.



With more than 11,000 miles of coastline, 90,000 lakes and a growing trend to embrace the boating lifestyle, many experts believe that China will grow to be a sizable market in the near future—for both the import of foreign-built boats as well as for the export of Chinese manufactured boats and equipment. Thus, the Chinese marketplace represents a significant opportunity for domestic boat builders and accessory & component manufacturers who want to establish themselves and export to this emerging market.

WHY HAINAN?

Hainan Island lies at the southeast corner of the Chinese mainland and is equivalent in size to Belgium. Thanks to its semi-tropical climate, coral reefs and golden beaches, Hainan Island has become THE holiday destination spot for affluent Chinese and foreign visitors alike. Marina development in the area is growing and the 330 berth Serenity Marina (home of the show) is among the most sophisticated in the region. The marina is a short distance from the city center and Sanya Phoenix International airport.

NMMA is taking the lead on a North American pavilion—ensuring that our members have a front row seat at this event. With premium spacing already reserved for our exhibitors and competitive booth pricing, we are pleased to offer our members, and the industry alike, an opportunity to join us at this event. Pre-show and on-site support & export guidance from the NMMA is provided.



Book early to benefit from Early Bird Discounts!

To learn more, visit: www.ibsf.cc

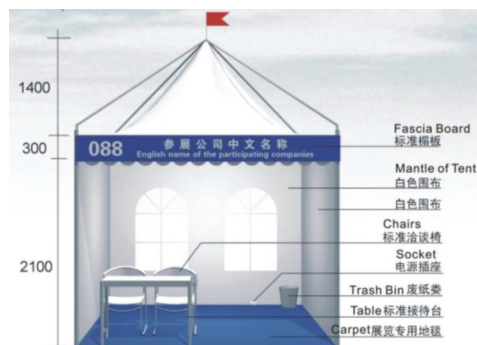
EXHIBITOR PRICING FOR NMMA MEMBERS

Book by May 1st and save 20%. Book by July 1st and save 10%.

REGISTRATION DEADLINE: SEPTEMBER 15, 2013

Contact Julie Balzano, *Export Development Director*

Email: jbazono@nmma.org Tel: 954-441-3234



- 12m2 Turn-key Tent: Located outdoors in front of on-water display: \$2,500
Includes flooring, table with 2 chairs, lighting and signage
- 9m2 Turn-key Tent: Located outdoors in front of on-water display: \$2,000
Includes flooring, table with 2 chairs, lighting and signage
- Raw booth space: \$200/m2 *Minimum space allowed: 36m2*
- In-water slip space: \$50 US/lineal foot
Includes water & power connection.
Lifting & transportation costs not included

Non-members are welcome to join as well. Please add on a 25% surcharge to all listed space prices.