

METS NOVEMBER
TRADE 15-16-17
2016
AMSTERDAM, THE NETHERLANDS

EXHIBIT IN THE U.S.A. PAVILION AT METS 2016



The Marine Equipment Trade Show (METS) is the biggest and best-attended business-to-business leisure marine equipment show in the world!

METS draws more than 19,000 visitors annually. Attendees include yacht and boat builders, naval architects, repair yards, distributors, captains, marina developers and equipment manufacturers from around the world, who return year after year because they know METS is the most comprehensive show of its kind.

The National Marine Manufacturers Association (NMMA) organizes and operates the U.S.A. Pavilion at METS to make it easy for marine companies to reach the global market. Our U.S.A. Pavilion offers cost-effective, turn-key exhibition packages in a prime location.

EASY ONE-STOP BOOKING THROUGH THE NMMA!

NMMA™

ADVANTAGES OF EXHIBITING IN THE U.S.A. PAVILION:

- > Easy one-stop booking of premium spaces in the Amsterdam RAI with a choice of different booth sizes.
- > Minimal staff time. NMMA coordinates your entire experience—including registration, hotel, booth needs, shipping and invoicing.
- > No currency exchange rate fluctuations. NMMA locks in to a fixed rate (€ = \$) so your exhibition costs will remain constant.
- > Marketing that gets you noticed. Aggressive advertising and public relations campaigns work to maximize traffic to the U.S.A. Pavilion and include on-site branding and exposure in *IBI News* and *The Daily News*. **Buy Quality, Buy Experience, Buy American!**
- > Networking cocktail reception with live music for all U.S.A. Pavilion exhibitors, plus unlimited invitations for your clients and industry contacts.
- > Complimentary coffee, refreshments and light snacks for all pavilion exhibitors served daily in the NMMA booth.
- > Pre-show and on-site logistical support from NMMA's Export Development team.
- > Meeting room areas, available on a first-come basis.

"METS is an easy show to participate in, thanks to the U.S.A. Pavilion. Because of the NMMA's fantastic support, there is little that could be improved upon."

Don Gross, President, GROCO





BOOTH OPTIONS

Returning U.S.A. Pavilion participants who register by March 25, 2016, with paid deposit have first right of refusal for current booth location and priority during new space assignment (based on the METS point rankings). New applicants will be assigned space on a first-come, first-served basis.

WE'RE HOLDING THE LINE ON COSTS. RATES FROZEN FOR 2016!



STANDARD BOOTH: 12 square meter stand: \$6,950*

Turn-key package within a 12m² stand (approx. 130 sq.ft). Space measures 3m deep x 4m wide and includes the following:

- > Hard white walls with fascia signage (company name/country and stand #)
- > Lockable storage closet with coat rack (1mx1m)
- > Carpet, one table, three chairs and one information counter
- > Two double spotlights and one 220V power outlet
- > Daily stand cleaning
- > RAI Participation Fee (required for all exhibitors)
- > Unlimited coffee and light snacks in the NMMA stand

SMALL BOOTH: 9 square meter stand: \$5,600***

Turn-key package within a 9m² stand (approx. 100 sq.ft). Space measures 3m deep x 3m wide and includes the following:

- > Hard white walls with fascia signage (company name/country and stand #)
- > Carpet, one table, three chairs and one lockable information counter
- > Two double spotlights and one 220V power outlet
- > Daily stand cleaning
- > RAI Participation Fee (required for all exhibitors)
- > Unlimited coffee and light snacks in the NMMA stand

BULK SPACE: Build a booth to meet your needs: \$575/m²*

Any booth larger than 12m² can be accommodated (based on space availability) and includes:

- > Hard white walls with fascia signage (company name/country and stand #)
- > Carpet
- > Stands 35m² and smaller: includes items listed in Standard Booth
- > Stands larger than 36m²: includes all items listed in Standard Booth plus extra table/three chairs/counter and two lights
- > Unlimited coffee and light snacks in the NMMA stand

**20% surcharge will apply to non-member exhibitor rates*

***Available only in the U.S.A. Pavilion; availability is extremely limited.*

All applications are subject to RAI and NMMA approval.

For an application form contact: Julie Balzano, Export Development Director
Tel: 954.441.3234 | Email: jbzalzano@nmma.org

FINAL REGISTRATION DEADLINE: SEPTEMBER 5, 2016—BASED ON SPACE AVAILABILITY



NMMA™