

2024 EXHIBITOR GUIDE

EST. 1968
SYDNEY
INTERNATIONAL
BOAT SHOW



THE SYDNEY INTERNATIONAL BOAT SHOW IS RENOWNED AS ONE OF THE MOST SUCCESSFUL MARINE LIFESTYLE EVENTS.

The Sydney International Boat Show attracted over **46,000** visitors in 2023, as crowds immersed themselves in a spectacular showcase of hundreds of boats and marine products, world and national launches, groundbreaking marine technology and unique entertainment.

Hosted at the International Convention Centre (ICC) Sydney and Cockle Bay, with arguably one of the world's most beautiful man-made attractions as the backdrop, Sydney International Boat Show is perfectly positioned at the heart of Australia's busiest waterways.

Thousands of recreational, passenger and working vessels share the water, attracting millions of tourists and marine enthusiasts annually.

The Sydney International Boat Show provides an array of opportunities for partners to network, build brand awareness and engage with a captive audience at one of Australia's biggest showcase of boating and marine lifestyle.





2023 SYDNEY INTERNATIONAL BOAT SHOW REPORT CARD



SYDNEY

GLOBAL DESTINATION
& BRAND AWARENESS



46,100+

VISITORS



\$345M

ECONOMIC OUTPUT TO
AUSTRALIAN ECONOMY



233+

EXHIBITORS



644

BOATS ON DISPLAY



B2B

NETWORKING &
INDUSTRY EVENTS

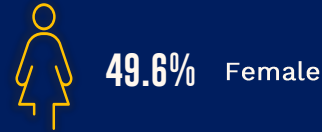


68 NEW

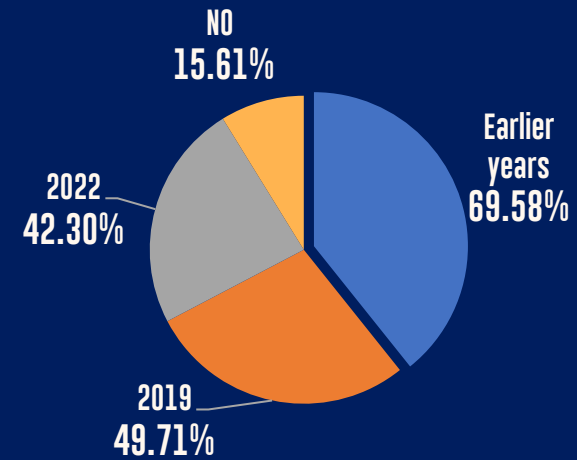
PRODUCT LAUNCHES

ATTENDEE OVERVIEW

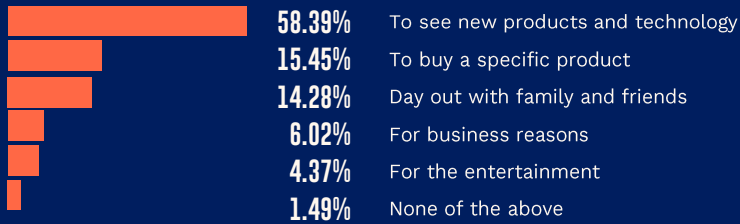
- Approximately \$147 million in sales and orders were generated at the event in 2023.
- 73% on new boat and trailer construction.
- 22% on Retail sales of boats, marine equipment, and accessories.



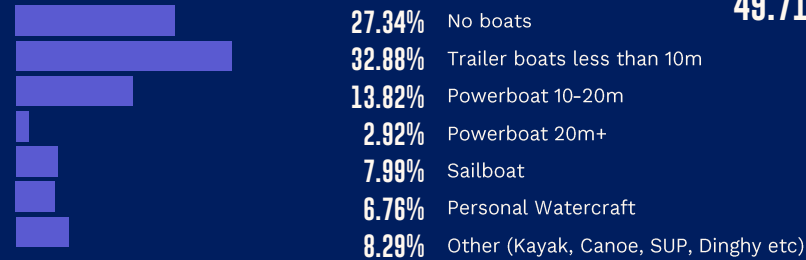
HAVE YOU PREVIOUSLY ATTENDED THE SHOW?



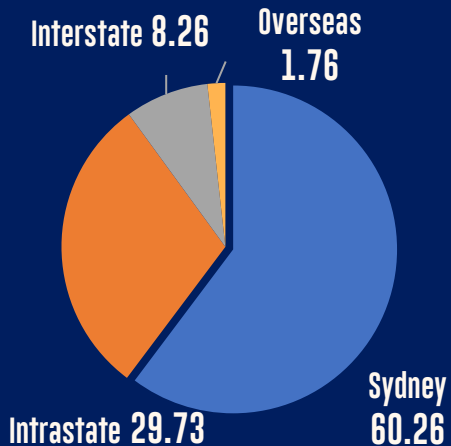
WHAT WAS THE MAIN REASON YOU DECIDED TO ATTEND THE SHOW? BOAT SHOW?



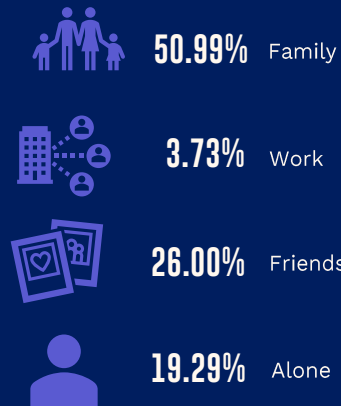
DO YOU OWN A BOAT, IF SO WHAT TYPE?



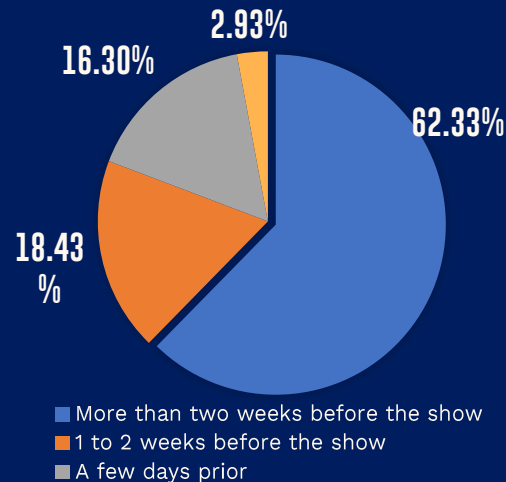
FROM WHERE DID YOU VISIT THE SHOW?



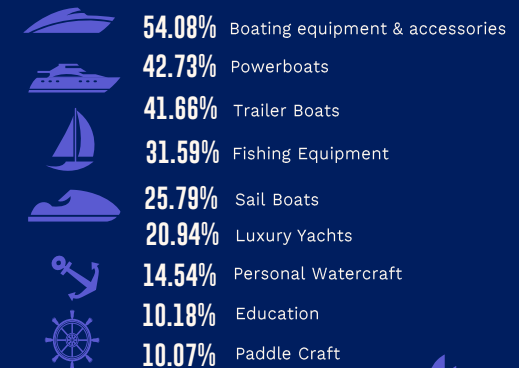
WHO DID YOU ATTEND THE SHOW WITH?



WHEN DID YOU DECIDE TO ATTEND THE SHOW?

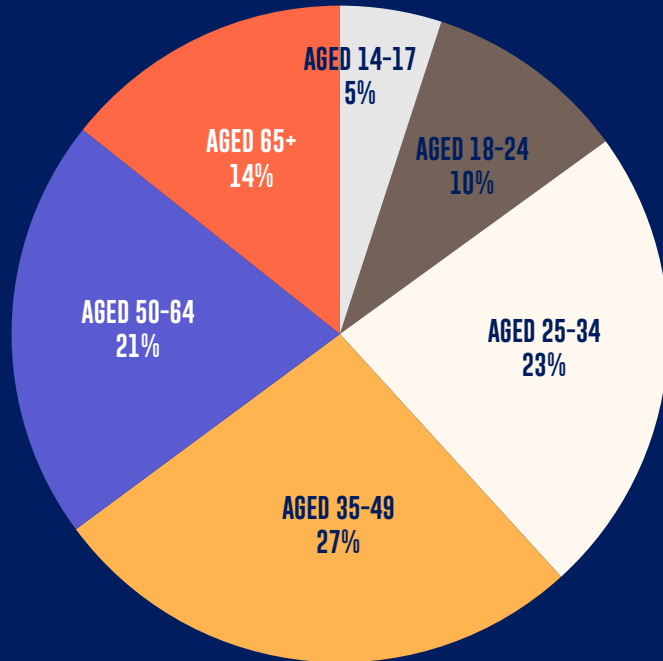


WHAT WERE YOU MOST INTERESTED IN SEEING AT THE SHOW?



ATTENDEE DEMOGRAPHICS

AROUND 50% OF OUR ATTENDEES ARE AGED 25-49



34% are well educated and more likely to be in a higher earning bracket.



54% are working Full-Time, with about 1 in 3 working as Professionals and Managers.



They are much more likely to have a higher household income than the typical Australian with almost 32% having a HHI higher than \$150K. Given this, it's no surprise they agree that they're also Big Discretionary Spenders.



They're mostly made up of Young Couples, Young Families and Mid-Life Families – with about 42% having children U18 in the home



50.3% Male
49.6% Female



Attendee Geo Targeting - Greater Sydney, Hunter & Illawarra, Intrastate NSW, Interstate, International

IT'S ALL ABOUT BUSINESS

The Sydney International Boat Show offers a suite of opportunities for exhibitors to network, build brand awareness, make sales and acquire qualified leads in the lead-up to and during the four-day event.

Exhibiting at SCIBS is ideal for businesses that offer products or services related to recreational or tourism boating, or the marine marketplace, allowing them to showcase their offerings. If your business operates in a complementary industry, participating in the show could connect you with a new audience. It also provides the perfect platform to align your brand with an iconic global event by becoming a sponsor or partner.

The show caters for both B2B and B2C opportunities. Communications are directed to target a highly qualified audience, whilst also enticing non-boaties to visit and learn about the value of the boating lifestyle. Education and entertainment form part of the key strategy to fulfil the needs of our visitors and attract them to the show.

To enable exhibitors to promote their presence at the show, the Sydney International Boat Show develops an exhibitor branding kit for exhibitors to use in their own advertising and promotional material to let clients and potential clients know they will be exhibiting and showcasing their brand at the show.





BENEFITS OF EXHIBITING WITH US



CONNECT WITH A
NEW AUDIENCE



INDUSTRY
NETWORKING



INCREASE
SALES



CO-BRANDING
OPPORTUNITIES



BRAND
POSITIONING



LEAD
GENERATION



BRAND AWARENESS
& RECOGNITION



COMMUNITY
ENGAGEMENT



EXHIBITION OVERVIEW

WHO SHOULD EXHIBIT?

Any business that provides products or services to boating and boating tourism, or the marine marketplace should consider exhibiting at the show. The Sydney International Boat Show caters for both business-to-business trade as well as consumers with purchase intentions. If your business operates within manufacturing, wholesale, import/export, retail or businesses or locations offering destinations to boaters, this is the event for you.

HOW IS THE SHOW PROMOTED?

The mix of media is varied depending on the media consumption habits of the target audience. This is complemented with a full promotional campaign including activities designed to drive attendance and create new interest in the boating lifestyle.

EDUCATION AND ENTERTAINMENT

Education and entertainment activities form part of the key strategy to fulfil the needs of our visitors and attract them to the event. These activities are designed to target those with specific interests in various market segments. Each promotion is refined and improved to ensure variety and ongoing entertainment for our guests. One way we measure the offerings we provide, is by evaluating a visitors time spent at the show.

TARGETING A QUALIFIED AUDIENCE

The event is promoted to entice families and boating enthusiasts to visit and builds its reputation on its ability to educate and entertain. It also recognises the demographic of the “boat buyer”. Communications are directed to target a highly qualified buying audience, whilst also enticing non-boaters to visit and learn about the benefits of the boating lifestyle.

KEY EXHIBITOR PROGRAMS



TRADE & NETWORKING EVENTS



INDUSTRY SEMINARS



DEMONSTRATION ZONE



BIA FUNCTIONS & EVENTS

KEY MARKETING ASSETS

TARGETED COMMUNICATIONS

PRINTED & DIGITAL
OFFICIAL PROGRAM



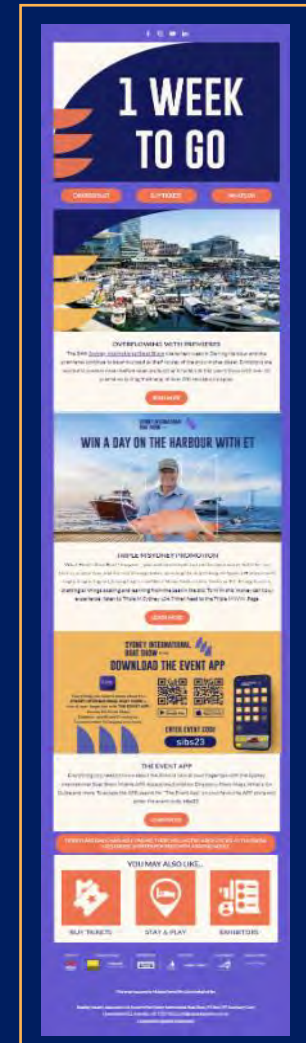
WEBSITE & SOCIAL MEDIA



OFFICIAL
MOBILE APP



eNEWSLETTERS



OFFICIAL PROGRAM

The all-new Sydney International Boat Show **Official Program** allows seamless direct connection to all attendees of the event and is available in both printed and digital versions.

Designed to guide attendee experience whilst onsite, the Official Program includes daily show schedules, must 'Sea & Do' guides, new product launches, show maps, the Exhibitor Directory and key information on everything the Show has on offer.

Opportunities exist for exhibitors to boost their brand through advertising in the Official Program.



36+
PAGES



15,000
PRINTED COPIES



A5 PRINT &
DIGITAL VERSIONS



DIGITAL AMPLIFICATION



OUR DIGITAL REACH

The Sydney International Boat Show delivers a comprehensive social media and email content strategy which is activated year-round. Content is designed to achieve maximum engagement and drive awareness for the event, partners and exhibitors.

An extensive paid digital marketing campaign is run in conjunction with organic content to drive reach and awareness to targeted audience interests and locations.



199,847

UNIQUE WEBSITE VISITORS



40,955

EMAIL DATABASE



49,006

VIEWS



16,191

FOLLOWERS

564,451

REACH



5,176

FOLLOWERS

204,103

REACH



545

FOLLOWERS

16,411

IMPRESSIONS



SHOW WEBSITE – AN EVENT HUB

As the main call to action, the show website sees over 199,000 unique visitors each year and is used as a central vehicle to drive all tailored messaging. All marketing efforts are directed to the site and include exhibitor and partner information, press coverage, ticketing and general event information.

For exhibitors, there is a dedicated login to access your information and upload details about your products and services, creating a real-time source of information for both exhibitors and visitors.

Opportunities exist for exhibitors to boost their exhibitor listing on the website with a [Featured Exhibitor Listing](#) or upload a blog post to the show website with a [Digital Marketing Package](#).



OFFICIAL MOBILE APP

The Sydney International Boat Show **Official Mobile APP** is a high-impact resource which will strengthen your brand in the market and ensure you stand out from the crowd with increased exposure and a competitive difference.

Like never before, the Official Mobile APP offers real-time connectivity with push notifications, increased visitor engagement, and lead capture functionality.

Opportunities exist for exhibitors to boost their exhibitor listing on the Official Mobile APP with a **Featured Exhibitor Listing**.



11,875
DOWNLOADS



6,973
ACTIVE USERS



17,432
SESSIONS



00:05:22
AVG. SESSION DURATION

E-NEWSLETTERS

Our e-newsletter is distributed to a qualified and highly engaged database of 40,000+, communicating the latest news about the Show, new product launches, special show offers, and exhibitor news in the lead-up to and during the event.

Opportunities exist for exhibitors to include a dedicated story in both the attendee and industry eNewsletters with a **Digital Marketing Package**.



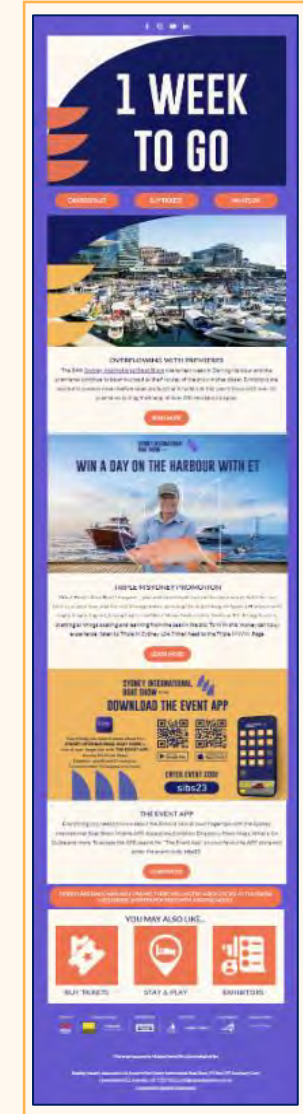
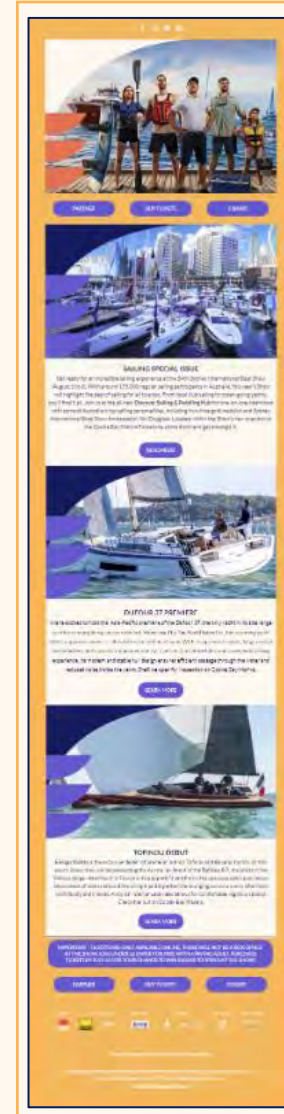
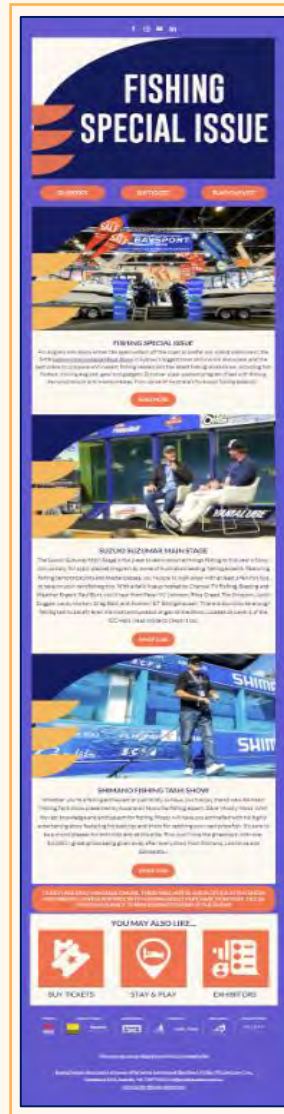
40,955
EMAIL DATABASE



33,486
EMAIL LINK CLICKS



186,558
EMAIL OPENS



JOIN THE CONVERSATION ON SOCIALS

The show has a comprehensive social media strategy designed to achieve maximum engagement and profile for the event, partners and exhibitors across targeted social media platforms.

Be sure to tag us and join the conversation using [#sydneyboatshow](#) on [Facebook](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).

When you tag us, we will be able to reshare to our audience.

HOW TO USE OUR SOCIALS



FACEBOOK

@sydneyboatshow



INSTAGRAM

@sydneyboatshow



YOUTUBE

@SydneyBoatShow



LINKEDIN

Sydney Boat Show

EXHIBITOR APPLICATION PROCESS

- **STEP 1** Commence an online application on the show website. Don't forget to press 'Submit'.
- **STEP 2** Within 5 business days the exhibition team will call or email you.
- **STEP 3** After the space is agreed upon, an invoice requesting the application fee and a 30% deposit will be forwarded (due upon receipt).
- **STEP 4** Upon payment, the booking is confirmed and an agreement to display is formed per the terms and conditions and general information document.
- **STEP 5** Your space is now secured!

EST. 1968

SYDNEY INTERNATIONAL BOAT SHOW



CONTACT US

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PROUDLY OWNED BY



Boating Industry Association

EVENT DELIVERY PARTNER

MULPHA
events