



THE SUPERYACHT SHOW

BARCELONA



SPONSORSHIP OPPORTUNITIES

6-9 MAY 2020



**THE
SUPERYACHT
SHOW**
BARCELONA

MARINA PORT VELL
BARCELONA

The world's top superyacht brokerage companies* are proud to announce the launch of *The Superyacht Show*, Barcelona.

This exciting event will take place in Marina Port Vell, Barcelona from 6-9 May 2020.

The Superyacht Show aims to be the most customer-centric and enjoyable superyacht experience in the world, attracting the highest quality yachts and yachting companies, the most prestigious partners and luxury brands, and the most discerning superyacht owners, buyers and charterers, or together with their friends, family or brokers.

There are a limited number of sponsorship opportunities for companies seeking to build relationships with UHNWIs in a highly prestigious, private and luxurious setting, alongside a collection of the world's finest superyachts.



TOTAL VALUE OF YACHTS
ON DISPLAY IN 2019

€900 Million



MOST EXPENSIVE YACHT
ON DISPLAY IN 2019

€119 Million

LARGEST YACHT SOLD IN 2019:
EMINENCE (78M) ASKING PRICE

€80 Million



TOTAL LENGTH OF YACHTS
ON DISPLAY IN 2019

1.65km



LARGEST YACHT
ON DISPLAY IN 2019

88 Metres



© FRASER YACHTS / BREED MEDIA



“WITH AN AVERAGE PRICE TAG OF JUST OVER US\$10 MILLION, THE SUPERYACHT IS A LUXURY ITEM OWNED AND ENJOYED ONLY BY THE ULTRA WEALTHY.

IT IS THE ULTIMATE LUXURY PLATFORM: IT IS PERSONALISED, PRIVATE AND PROVIDES ACCESS TO UNIQUE EXPERIENCES IN FOOD AND DRINK, TRAVEL AND CULTURE AND ACTIVITIES AND ENTERTAINMENT.”

MYKOLAS RAMBUS
CEO, WEALTH-X



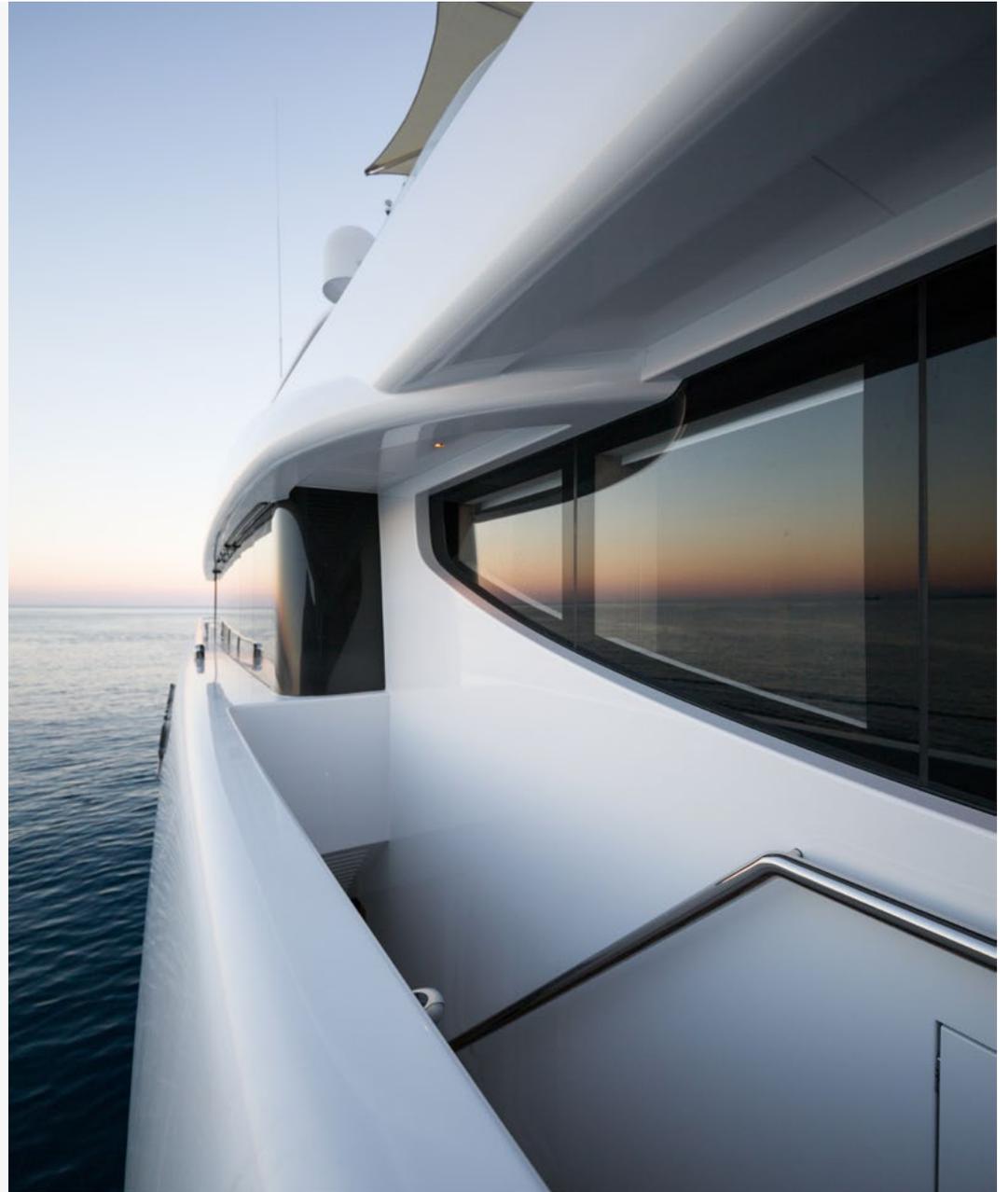
LYBRA

LYBRA, based in Monaco, is the trade association for the world's leading superyacht brokerage companies that sell and charter superyachts.

The Superyacht Show is one of several ways in which LYBRA aims to be a positive driver of change and improvements in the global industry.

BURGESS  EDMISTON FRASER  YACHTZOO

 NORTHROP & JOHNSON  OCEAN INDEPENDENCE IVC Y.CO



SYBAss

SYBAss' mission is to ensure that the unique needs of the world's leading superyacht builders are addressed on the international stage. Founded in 2007, the association unites and represents the builders of large yachts around the world. It is the collective voice of the superyacht building sector, with members responsible for the majority of global superyacht production.

Regulatory work is one field in which members benefit from collective representation. SYBAss maintains close relationships with regulators, including the International Maritime Organization, at which it has achieved consultative status, to influence regulatory developments and champion the interests of the superyacht industry.

But regulatory work is by no means SYBAss' only focus. Since its inception, the association has redefined how builders are exhibited at yacht shows by using its collective power to negotiate premium, central positions for its members. Furthermore, along with commissioning a number of key reports, SYBAss has made strides in how the industry measures its global impact, culminating in the SYBAss Economic Impact Study.



SUPERYACHT LIFE

Behind every superyacht lies a story.

The Superyacht Life Foundation is on a mission to share these stories, offering a fresh take on the positive people, places and projects that surround the superyachting good life.

People and personalities lie at the heart of the foundation's content. They speak to the families who embark on pioneering adventures together by superyacht, they meet with the skilled craftsmen and women who work behind the scenes to enable these extraordinary voyages and they champion the inspirational individuals who are striving to improve the oceans and environment around us.

Superyacht Life's roots as a non-profit organisation lie within the industry. They are supported and guided by their board members, driven by their partners and united in their mission to change the conversation about superyachting.



MARINA
PORT VELL,
BARCELONA



MARINA PORT VELL

BARCELONA

ONE OF THE
ULTIMATE DESTINATIONS
FOR SUPERYACHTS

WORLD-CLASS
SUPERYACHT MARINA

148-BERTH
LUXURY FACILITY



THE LUXURY FACILITIES
ENSURE SAFETY, SECURITY
AND COMFORT



PERFECTLY POSITIONED
IN THE HEART
OF BARCELONA



BARCELONA,
A WORLD
CLASS
DESTINATION



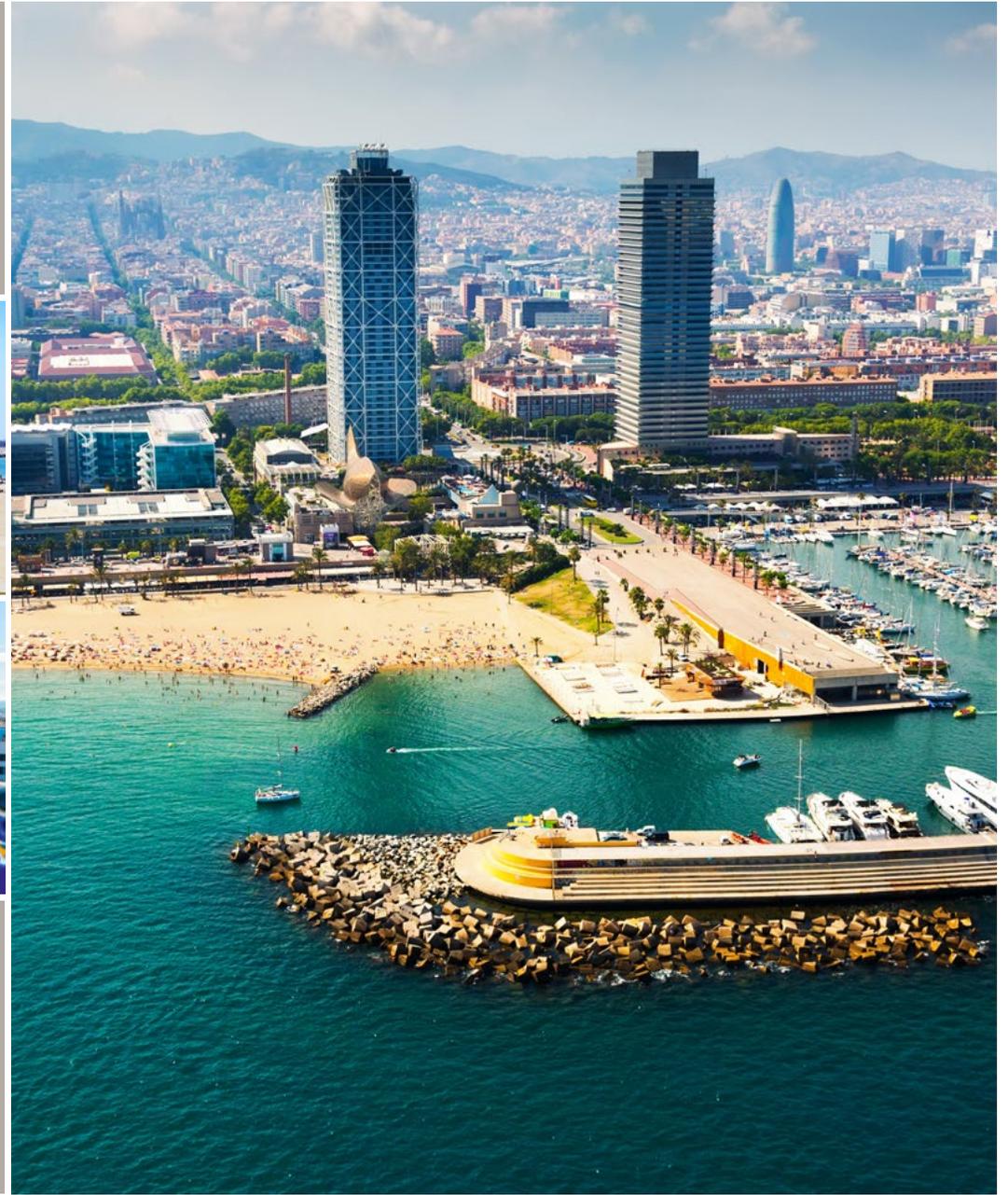
BARCELONA, A WORLD CLASS DESTINATION

AN INCREDIBLE MIX OF SUN,
SHOPPING, ART, FASHION
AND CUISINE

ONE OF EUROPE'S MOST
COSMOPOLITAN, VIBRANT
AND EXCITING CITIES



STUNNING ARCHITECTURE,
FROM GAUDI'S CATHEDRAL
TO THE MUSEUM OF
CONTEMPORARY ART



SPONSORSHIP OPPORTUNITIES

We have a limited number of spaces available for companies that wish to showcase their luxury products and services alongside the world's premier superyacht brokers.

The following pages outline how you can reach a targeted audience of ultra-high net worth clients and their representatives.



SPONSORSHIP OPPORTUNITIES
BUSINESS AVIATION



SPONSORSHIP OPPORTUNITIES
LUXURY AUTOMOTIVE



SPONSORSHIP OPPORTUNITIES
CHAMPAGNE & FINE WINE



SPONSORSHIP OPPORTUNITIES
LUXURY WATCHES & JEWELLERY



SPONSORSHIP OPPORTUNITIES
FINANCIAL INSTITUTIONS



SPONSORSHIP OPPORTUNITIES
TAILORED TO MEET YOUR NEEDS

For the third year of *The Superyacht Show, Barcelona* we are offering a range of sponsorship opportunities.

At the same time, we understand that individual brands have their own unique, promotional objectives and we're therefore ready to tailor the sponsorship packages in line with your specific requirements. They may include exclusive sponsorship opportunities such as:

- Official Sponsor Status
- Event Staff Uniforms
- Visitor Passes & Lanyards
- Golf Buggy Shuttle Service
- VIP Bar & Lounge
- VIP Restaurant
- VIP Limousine Service
- Water Shuttle Service
- Visitor Bags & Gifts
- Quayside Seating
- Opening Party
- Press Conference
- Captains' Briefing
- Crew Party

Please note that some of these opportunities may have already been reserved in advance.

SPONSORSHIP OPPORTUNITIES
A FEW OF THE CONFIRMED EXHIBITORS



CONTACT INFORMATION

To discuss all available Sponsorship
Opportunities, please contact:

Frédéric Dormeuil

Director, Brand Sponsorships

T: +33 6 32 59 54 74

frederic@thesuperyachtshow.com



Principal Sponsor



Official Sponsor



Official Media Partners

