

OCTOBER 31 - NOVEMBER 4

## MARINE INDUSTRIES ASSOCIATION OF SOUTH FLORIDA AND INFORMA MARKETING PARTNERSHIP REQUEST

### MARKETING OBJECTIVES

- Showcase Greater Fort Lauderdale as a premier destination
- Increase volume and average daily rate of room nights in the county
- Increase high-net-worth individuals coming to the Greater Fort Lauderdale area
  - Increase quality media exposure

### PROPOSED CO-BRANDED MARKETING CAMPAIGN

#### Event marketing at luxury like-minded international exhibitions

- Boot Düsseldorf - January 19-27
  - Largest indoor boat show in Europe
- Dubai Yacht Show - February 26 - March 2
  - 120+ countries represented with 7,000+ of the Middle East's leading VIPs and Royals
- Singapore Yacht Show - April 11-14
  - Attracts the most high-net worth visitors from Asia
- Pebble Beach Concours d'Elegance - August 18-20
  - Most prestigious and exotic rare car collection show in the world
- National Business Aviation Association (NBAA) - October 22-24
  - Premier private jet show in North America

**BUDGET: \$500,000**

### CO-BRANDED MEDIA & MARKETING

- New York Times/Financial Times/Wall Street Journal
- Bloomberg/Forbes/Centurion
- In-Flight Magazines/Digital Targeted: Lufthansa, British Airways, Emirates, United Airlines & Singapore Airlines
- Localized PR
- Luxury Partnership Marketing
- Private FBO and Out of Home
- Digital Campaign
- On-site specific media

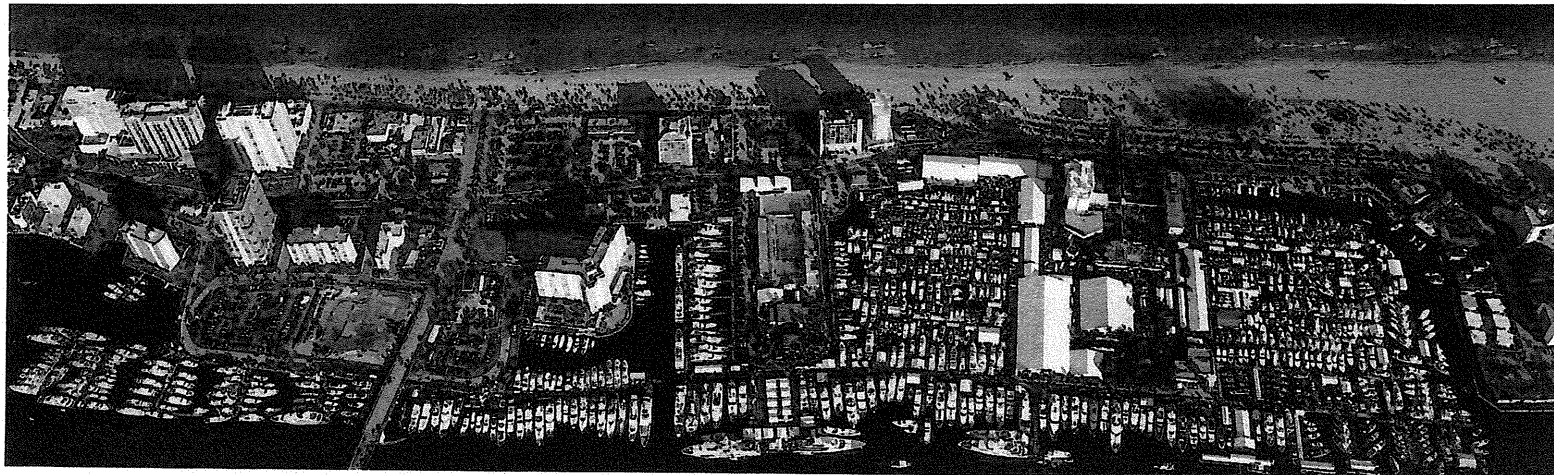
**BUDGET: \$300,000**

### CO-BRANDED PROMOTIONAL ITEMS

- In advance, on-site and post-event premiums

**BUDGET: \$140,000**

**TOTAL BUDGET: \$940,000**



## ATTENDEE DEMOGRAPHICS

- Largest in-water boat show in the world
- 110,000 visitors from 52 countries around the globe
- Statewide economic impact of \$857 million
- More than \$100 million a day in direct sales
- Current FLIBS visitors utilize nearly 150,000 room nights valued at \$15.2 million
- 1,100 attendees have a net worth of more than \$20 million
- 25% have an annual income of more than \$1 million and 50% have an annual income of more than \$250,000
- More than 1,000 arrive by private jet that land at our local FBOs

## MEDIA AND SOCIAL MEDIA STATS

- 500+ national and international journalists attend FLIBS
- \$33 million in total PR value/ad equivalent
- Media coverage of more than 1.2 billion+ impressions
- Social Media reached over 7.8 million
- New for 2018 - NBC Sports Network one-hour special (three-year contract)

**7 LOCATIONS** **3** MILLION SQ. FT OF EXHIBITION SPACE **6 MILES** OF FLOATING DOCKS

**1,500+** BOATS ON DISPLAY **1,200+** EXHIBITORS

**110,000+** VISITORS FROM AROUND THE WORLD **52** COUNTRIES REPRESENTED