

# METS 20 TRADE 20



## METSTRADE SHOW

METSTRADE is the world's largest trade exhibition of leisure marine equipment, materials and systems – an unrivalled global platform for innovation, market developments and networking since 1988. The show is organised annually by RAI Amsterdam in association with ICOMIA (International Council of Marine Industry Associations) and is 100 per cent focused on the needs of B2B exhibitors and visitors.

Additional to its core themes, METSTRADE includes three dedicated specialist areas: the SuperYacht Pavilion, the Marina & Yard Pavilion and the Construction Material Pavilion. Join more than 1,660 exhibitors and meet over 16,700 highly qualified visitors for three must-attend days in November.

## METS YOUNG TRADE CLUB

The METSTRADE Young Professionals Club (YPC) brings together people aged under 35 years from a diverse array of industry backgrounds. Club members utilise the comfortable hosted METSTRADE YPC Lounge as their base and take advantage of the inspiration and networking programme there. Plus they benefit from meet and greet sessions with industry leaders, guided tours, and the Young Professionals Canal Cruise and continue the dialogue on our dedicated YPC Facebook Group.

**16,700+ VISITORS**  
26,000 + VISITS  
120 + NATIONALITIES



**1,660 + EXHIBITORS**  
50 + NATIONALITIES



## METSTRADE PAVILIONS



## SYP SUPERYACHT PAVILION

The SuperYacht Pavilion at the METSTRADE Show is a destination in its own right. With three dedicated halls and an associated educational and networking programme, it is far more than an exhibition. The SuperYacht Pavilion serves as a sector-specific hub for visitors and an unmissable opportunity for exhibitors to raise their profile in the only truly international B2B exhibition covering products and services for the superyacht industry.



## MYP MARINA & YARD PAVILION

The Marina & Yard Pavilion brings together the world's largest concentration of exhibitors from the marina and boatyard industry in a business-to-business environment. Complemented by key training and networking events for marina professionals.



## CMP CONSTRUCTION MATERIAL PAVILION

The Construction Material Pavilion at the METSTRADE Show hosts specialist exhibitors in construction materials, composites and methods for the marine leisure industry. This highly focused zone is further enhanced with informed presentations on a dedicated stage.

METSTRADE PAVILIONS

## TRENDS & INNOVATIONS AT METSTRADE

### A PLATFORM FOR SHARING KNOWLEDGE

METSTRADE maximises opportunities for the world's largest gathering of leisure marine professionals by facilitating an inspirational programme of knowledge sharing. Dedicated stages, side events and specialist presentations on the exhibition floor and behind the scenes enable visitors and exhibitors from every part of the supply chain to learn and grow together.

Highlights include:

- The E-nnovationLAB showcase focused on emerging electric and hybrid marine propulsion technologies
- The I-nnovationLAB showcase dedicated to presentations on latest thinking, plus walk-around displays of all nominated and winning DAME Design Award and Boat Builder Awards entries
- MaterialDistrict Pop-Up, a tactile exhibition of new materials with potential for innovative use in yacht building.

METSTRADE is further enhanced by hosting significant partner events:

- The Superyacht Forum, organised by The Superyacht Group, welcomes over 800 specialist delegates who also conveniently access the SuperYacht Pavilion located close alongside.
- The Global Marina Institute, PIANC and HISWA networking and education events draws sector experts and senior personnel from across the marina industry to Amsterdam.



- The NMEA (National Marine Electronics Association) provides its seminar delegates with latest global updates on marine electronics technology.

### SUSTAINABILITY MATTERS

METSTRADE reflects the marine leisure industry's passion and awareness of global issues affecting our seas and planet today. Environmental responsibility is given a high priority in all aspects of the programme, whether examining the practical details or tackling the big picture of improving sustainability in the lifecycle of a boat and throughout the supply chain. The very high attendance of key global leisure marine trade representatives at METSTRADE means that environmentally focused exhibits, presentations and conversations have rapid influence in the months and years ahead.



## TRENDS & INNOVATIONS AT METSTRADE

### DAME - DESIGN AWARD

The DAME Design Award is the most significant global marine equipment competition of its kind. For 30 years it has promoted the art and science of design in all aspects, from styling, functionality and innovation, through to ease of implementation, usability and even packaging.



### BOAT BUILDER AWARDS

The Boat Builder Awards recognise the innovative and valuable work that is happening at boat building companies and their supply chain partners around the world, from innovation and environment, to marketing, training and personal

achievement. Organised by METSTRADE and IBI (International Boat Industry), the award ceremony is held at an impressive historical location in Amsterdam, in a spectacular celebration of the important synergy between METSTRADE exhibitors and their boat builder collaborators.



TRENDS & INNOVATIONS AT METSTRADE

## MARINE INDUSTRY ASSOCIATIONS COUNTRY PAVILION ORGANISER

**AUSTRALIA**  
AIMEX  
Mr David Good  
T: +61 3 9228 4855  
E: dgood@aimex.asn.au

**CANADA**  
NMMA Canada  
Ms Sara Anghel  
T: +1 905 951 0009  
E: sanghel@nmma.org

**DENMARK**  
Skib & Baad  
Mr Sune Jensen  
T: +45 3377 3923  
E: skibogbaad@dbi.dk

**FINLAND**  
FINNBOAT  
Ms Lena Mickelsson-Ouru  
T: +358 207 669 342  
E: lena@finnboat.fi

**FRANCE**  
F.I.N.  
Mr Sébastien Milcendeau  
T: +33 1 4437 0400  
E: sebastien.milcendeau@fin.fr

**FRANCE**  
BUSINESS FRANCE  
Mr Arnaud Pellichero  
T: +33 1 4073 3551  
E: arnaud.pellichero@businessfrance.fr

**GERMANY**  
DBSV  
Mr Claus E. Meyer  
T: +49 40 352 817  
E: meyer@dbsv.de

**ITALY**  
UCINA  
Mr Igor Carlini  
T: +39 010 576 9819  
E: carlini@saloninautici.com

**NETHERLANDS**  
Holland Yachting Group  
Ms Danielle Hoogland  
T: +31 20 705 1404  
E: d.hoogland@hiswa.nl  
info@hollandyachtinggroup.com

**NEW ZEALAND**  
NZ Marine  
Ms Stacey Cook  
T: +64 9 360 0056  
E: stacey@bia.org.nz

**NORWAY**  
NORBOAT  
Mr Thomas Nicolai Bjønness  
T: +47 2308 6280  
E: tn@norboat.no

**POLAND**  
POLBOAT  
Mr Michal Bak  
T: +48 735452233  
E: michal@potboat.eu

**SPAIN**  
ANEN  
Mr Jose Luis Fayos  
T: +34 91 353 2994  
E: aneni@aneni.es/jfayos@aneni.es

**SWEDEN**  
SWEBOAT  
Mr Mats Eriksson  
T: +46 8 447 5598  
E: me@sweboat.se

**UNITED KINGDOM**  
BMF  
Ms Johanna Sargeant  
T: +44 1784 473 377  
E: JSargeant@britishmarine.co.uk

**U.S.A.**  
NMMA  
Ms Julie Balzano  
T: +1 312 946 6281  
E: jbalzano@nmma.org

## NON MIA COUNTRY PAVILIONS

**CHINA, INCLUDING HONG KONG, TAIWAN & MACAU**  
Mr Sean Wang  
T: +86 21 3323 1331  
E: sean@chcbiz.com

**SLOVENIA**  
SPIRIT Slovenia  
Mr Matjaz Rovani  
T: +38 61 530 9828  
E: matjaz.rovani@spiritslovenia.si

**SOUTH KOREA**  
KINTEX  
Mr Changsun Park  
T: +82 31 995 8308  
E: sun@kintex.com

**TURKEY**  
Ms Acelya Bayraktar  
T: +90 535 362 88 80  
E: a.bayraktar@rai-global.com

## RAI SALES REPRESENTATIVES

**FRANCE & MONACO & IRELAND**  
Laurent Subra  
T: +33 4 620 598 70  
E: laurent@pyreneesmedia.com

**UNITED KINGDOM**  
Claudia Rael  
Julia Hallam  
T: +44 1621 855 890  
T: +44 7971 504 995  
E: juliahallam@metstrade.biz

**GERMANY**  
Claudia Rael  
T: +49 (0) 173 79 11 049  
E: c.rael@rai.nl

**CHINA, INCLUDING HONG KONG, TAIWAN & MACAU**  
Sean Wang  
T: +86 21 3323 1331  
E: sean@chcbiz.com



**USA & CANADA**  
Alisdair Martin  
T: +1 847 868 1810 [ext. 1]  
E: a.martin@rai-global.com

**SPAIN & PORTUGAL**  
Victor Dorado  
T: +34 606 547 314  
E: vdorado@espertrade.biz

**ITALY**  
Eva Green/Roberta Pecini  
T: +39 010 583 6884/+39 010 583 684  
E: mets@ediconsult.com

**TURKEY**  
Acelya Bayraktar  
T: +90 535 362 88 80  
E: a.bayraktar@rai-global.com

**AUSTRALIA & NEW ZEALAND**  
Suzanna Kovacevic  
T: +61 438 22 46 09  
E: suzanna@raiaust.com



**RAI Amsterdam**  
In all other cases, please feel free to contact the worldwide METSTRADE office RAI Amsterdam  
T: +31 20 549 12 12  
E: metstrade@rai.nl



**ICOMIA**  
In association with ICOMIA, RAI Amsterdam features country pavilions.

The International Council of Marine Industry Associations – ICOMIA – is the international trade association representing the global marine industry since 1966. ICOMIA brings together national marine industry associations (MIAs) in one global organization and represents them at an international level.

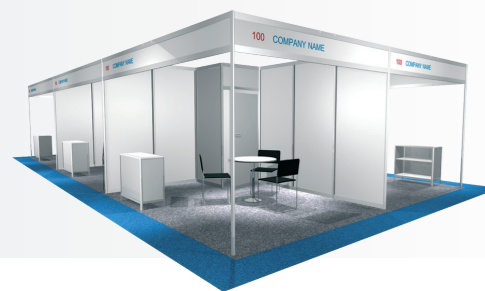
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## STAND PACKAGES & PRICES

### THE METSTRADE SHOW CONSTRUCTION MATERIAL PAVILION AND MARINA & YARD PAVILION

You can choose between three different stand packages: Standard, Deluxe and Royal. The basics that are included in all packages are: stand space, construction, equipment, electricity, storage, fascia, carpet, furniture, lighting, daily stand cleaning, free Wi-Fi, a free lead generator license and 200 invitation cards.



### ENHANCE YOUR METSTRADE EXPERIENCE WITH A STAND UPGRADE

For METSTRADE 2020 we offer three different upgrades to your stand package of choice:

- Brand Exposure which is a full colour backwall stand visual and a full colour company logo on a counter
- Bites & Drinks that includes beer, wine, soft drinks, small savouries, catering supplies and two bar tables with cloth, suitable for between 25-100 guests
- Interior & Decoration upgrade consisting of one bar table with cloth, three bar stools and one indoor plant of at least 80cm height including pot

### STANDARD STAND PACKAGE

- All basic stand facilities & services described above

### DELUXE STAND PACKAGE

The basics plus:

- More comfortable chairs
- Full colour company logo on a carpet tile
- Lunch package

### ROYAL STAND PACKAGE

The basics plus:

- Choose your own wall colour: anthracite, silver, red or blue
- Luxurious furniture
- Full colour company logo on counter
- 100 extra METSTRADE invitations
- Lunch package
- Fresh coffee and tea
- Refrigerator with beverages

### SUPERYACHT PAVILION

As an exhibitor at the SuperYacht Pavilion you benefit from a premium all-inclusive package



### PREMIER ALL-INCLUSIVE PACKAGE WHITE

- Stand space, construction, equipment, electricity & storage
- Carpet & lighting
- Daily stand cleaning
- Furniture
- Full colour company logo on back wall
- Daily delivery of luxury F&B at your stand
- Free Wi-Fi
- Free lead generator license
- 250 invitation cards
- Free entrance to The Superyacht Forum Closing Drinks

More information on the Specific Terms and Conditions for Event Participation is available on METSTRADE.com.

### BOOK YOUR STAND ON METSTRADE.COM

	EARLY BIRD RATES BEFORE 1 MARCH	STANDARD RATES FROM 1 MARCH
STAND 12M <sup>2</sup>	€ 7,536	€ 7,824
STAND 18M <sup>2</sup>	€ 11,268	€ 11,700
STAND 24M <sup>2</sup>	€ 14,952	€ 15,528
STAND 36M <sup>2</sup>	€ 22,320	€ 23,184

PRICES EXCL. REGISTRATION FEE OF €495 PLUS VAT

offered in white or black combined with wooden elements.

### PREMIER ALL-INCLUSIVE PACKAGE BLACK

- Stand space, construction, equipment, electricity & storage
- Carpet & lighting
- Daily stand cleaning
- Furniture
- Full colour company logo on back wall
- Daily delivery of luxury F&B at your stand
- Free Wi-Fi
- Free lead generator license
- 250 invitation cards
- Free entrance to The Superyacht Forum Closing Drinks

## NHOW AMSTERDAM RAI



### ELEVATE YOUR STAY IN AMSTERDAM WITH A ROOM IN THE BRAND NEW NHOW AMSTERDAM RAI HOTEL

A place where contemporary art, design, gastronomy and cultural expressions mix. The iconic building, pointing in various wind directions, symbolises the melting-pot the city of Amsterdam has always and continues to be. Located next to the RAI Convention Centre, the modern nhow Amsterdam RAI hotel provides its customers with an unforgettable experience: great food, amazing design, close to Schiphol Airport and easy access to Amsterdam's vibrant city centre and the METSTRADE Show. The many lounge areas and terraces give you a stellar view over the Dutch capital.

For more information and booking please contact METSTRADE Hotel Services at T: +31 20 549 1927 or E: hotelservices@rai.nl



Additional access to the US industry RAI Amsterdam is joint owner of IBEX (The International Boat-builders' Exhibition & Conference), the marine industry's largest technical trade event in North America, powered by METSTRADE. The 2020 IBEX will be held from September 29 to October 1 at Tampa Convention Center, Tampa, USA.

For more information [www.ibexshow.com](http://www.ibexshow.com)



Have you introduced a new product, or do you have an innovation to share? Publish your news on METSTRADE.com. Use our portal to stay up to date with the industry's latest developments and innovations, plus discover new connections

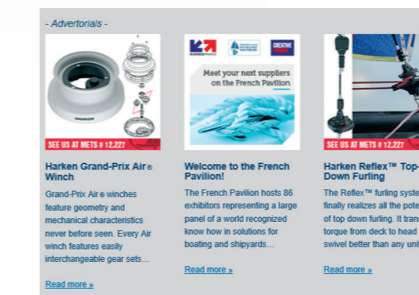
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## MEDIA SOLUTIONS & SPONSORSHIP OPPORTUNITIES

### MAKE THE MOST OUT OF YOUR EXHIBITION PARTICIPATION

We offer high impact online and offline media solutions to enhance your lead generation, brand

presence, product launch, stand visit and order placement objectives, including:



### ONLINE MEDIA

Tailor-made online campaigns on METSTRADE.com, the show's high profile social media channels and our newsletter, at frequencies and formats to suit your budget.



### VIDEO

Dynamic imagery from our professional film crew, who will record and edit a promotional video for you, plus advise on how to broadcast and share it.



### INDOOR & OUTDOOR COMMUNICATION

Welcome visitors with banners, billboards, staircase stickers, flags or a promotion point for that extra reminder of your presence at the METSTRADE Show.



### PRINT

Advertisements directly within the METSTRADE catalogue – an invaluable reference source that also appears on many office shelves after the show.

### SPONSORING

Targeted sponsorship opportunities throughout METSTRADE's many activities that are limited only by the number of imaginative ideas we can discuss to highlight your company's brand, values and products.

MEDIA SOLUTIONS & SPONSORSHIP OPPORTUNITIES



## THE WORLD'S LARGEST MARINE EQUIPMENT TRADE SHOW

METSTRADE FEATURES



17 - 18 - 19  
NOVEMBER 2020  
RAI AMSTERDAM  
THE NETHERLANDS

ORGANISED BY



UNDER AUSPICES OF



MEMBER OF



OFFICIAL METSTRADE MAGAZINE



OFFICIAL SUP MAGAZINE



OFFICIAL WYE MAGAZINE



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