

Ride the India wave



MUMBAI™
INTERNATIONAL
BOAT SHOW

FEBRUARY 18 - 21

2010

www.mumbaiboatshow.com

Supported by:
Government of Maharashtra



INDIA AHOY!

What do you call people who get away from work by cruising in the latest Ferretti 681, know the difference between a Coach and a Fendi and think piggy banks are quaint museum artefacts? Easy: new-age Indians! Take a bow India 2.0, home to a billion dreams that are daily racing to fulfillment astride Jaguars and Land Rovers. For those interested in checking out the economic sanctity and future of this spectacular story, here are a couple of samplers:

- The luxury goods market in India is slated to scale US\$30bn by 2015, and the government is doing its bit in supporting this incredible growth by planning tax rationalising on luxe brands.
- India currently has 6,000 families with surplus funds to the tune of INR 120 crore and more than 20,000 families with INR 40-120 crore.* The Great Indian Family has never had it so good.
*(Source : DNA 14 September 2009)

DROPPING ANCHOR IN MUMBAI

With a population in excess of 12 million, Mumbai is said to have more millionaires per square mile than Manhattan. That apart, there are many more reasons why it makes sense for India's largest boat show to dock in Mumbai:

- Mumbai is known as the 'Gateway to India' and is India's commercial and business hub.
- Mumbai has a natural harbour with miles of sheltered coastline – great places to sail to.
- India's financial capital Mumbai is the world's seventh largest city in terms of billionaire population according to a Top 10 Billionaire City list by Forbes. With the average wealth of resident billionaires valued at a whopping \$7.6 billion, Mumbai surpasses the other 9 cities, viz. Moscow, New York, London, Istanbul, Hong Kong, Los Angeles, San Francisco, Dallas and Tokyo.
- Mumbai is home to the highest number of corporate headquarters and is home to the scions of some of India's largest private enterprises like the Tata Group, the Reliance Group, the Aditya Birla Group, etc.
- The city houses the mega-rich diamond, finance, IT and film industry. (Bollywood is the world's largest film producing centre.)
- It has a strong boating heritage with the 3rd oldest yacht club in the world, the Royal Bombay Yacht Club, set up in 1846.



UNFURLING THE ENSIGN

Riding the wave of a surging Indian economy, the first three editions of the Mumbai International Boat Show sailed through with flying colours, steering India's fledgling leisure boating industry out of the backwaters and onto the high seas. On display at the shows were a range of products from anchors and deck fittings to

propulsion equipment and super yachts. While the exhibition at the Bandra Kurla Complex and the marina adjacent to the Gateway of India were the main draws, a number of surrounding events ensured that the who's who of India attending the boat show had a whale of a time!

THROUGH THE PORTHOLE

A glance at the extravaganzas that were the Mumbai International Boat Show, 2008 & 2009:

- Largest boat show in India with exhibition area of 15000 sq mts and over 150 exhibitors and international brands like Azimut, Sunseeker, Ferretti, Princess, Brunswick and Genmar.
- Over INR 460 million worth of business transactions after MIBS 2009.
- Over 15,000 paid and invited visitors over three days.
- Extensive local and international media coverage.
- Special preview evening for VVIPs with a fashion show attended by over 4000 VVIPs and HNIs.
- The regatta – 'MIBS Navy Cup Regatta 2008' – was the largest regatta in the history of India with over 350 sailors and 150 participating boats.
- The MIBS International Boating Conference was held alongside the show at the Grand Hyatt Mumbai with renowned international speakers.
- The Marina in MIBS 2008 at the Gateway of India was thrice the size of the one at the inaugural edition of MIBS and showcased over 16 boats on water.



EXHIBITOR PROFILE

Anchors • Angling Engines • Associations/ Organisations • Boat Equipment and Accessories • Boat Building Materials • Boat Trailers • Brokerages • Chandlery • Charters • Communication and Computer Equipment • Deck Fittings • Diving Products • Emergency Equipment • Generators and Electric Equipment Maintenance and Hand Tools • Heating and Air-conditioning Equipment • Interiors • Jet Skis and Product Lighting • Marina Equipment and Services • Motor Boats and Yachts • Masts • Navigation Equipment and Systems • Onboard Instruments • Pumps • Propellers • Propulsion Equipment • Ropes • Repair Facilities and Marine Coatings • Sailing Boats • Specialist Literature • Super Yachts • Small Boats • Valves and Accessories • Water Sports Clothing • Water Tourism • Windsurfing • Water Skiing and Wakeboarding • Wind Surfing Products • Luxury Brands.

ORGANISERS

Mumbai Boat Show Pvt. Ltd., a company specifically set up for organising and managing the Mumbai International Boat Show, has been acquired by Spenta Multimedia, India's leading custom publisher with a portfolio of over 20 custom magazines, 5 consumer magazines, and 3 lifestyle events.

With Spenta Multimedia, now at the helm, the fourth

edition of the Mumbai International Boat Show will build on the phenomenal success of the past three years which posted overall sales of nearly INR 1.4 billion and over 25,000 HNI visitors.



SOME TESTIMONIALS

2007

"It (MIBS 2007) was the best ever inaugural boat show attended by me in my 34 years of association with boat shows."

- Graham Mackereth, Pyranha Mouldings

"Never have I seen a first edition which is so international... if everything goes well, I feel that India, not China will be the biggest market in Asia, after Dubai."

- Yadvinder Rana, Azimut

"I was doubtful that a boat show in Mumbai would work. Now, I am very pleasantly surprised - obviously there's a pent-up market for boating which this show seems to have unlocked and in the next few years, it will show its full potential."

- Nick Hopkinson, Publishing Director, IBI

2008

"The British exhibitors are very happy with the people that they are meeting, leads to follow up, the distributors they investigate and sign up so you know there is a very positive feel to the show. Like there is Marine Track next door, which has signed a dealership with West Coast Marine and they are doing very well, then Andy Scott from Ocean Safety is with his distributor and that's going well, then we have Cavendish White here, Ocean Style from Burgess group and then the big players the Sunseeker, the Princess are here, then Fairline is here investigating the market and looking at the next step about getting into India. So you know different things are happening and we are very impressed."

- Tom Chant, British Marine Federation

"You have managed to get all these large boat builders into the Indian market like the major Italian, British, French and some American boat builders so it's really an achievement. In Spain we have internationally renowned boat builders who believe I should not miss the opportunity to find some partnerships with Indian market players and I did not want to miss the opportunity to meet the players who have already committed to this emerging leisure marine market here in India, that's why we are here."

- Manuel Sevilla, Spanish Trade Commission

"We have had a lot of interesting enquiries but we have noticed that the enquiry at the moment is for a smaller boat range from 15-22 metres. In general I feel that India is on the verge of breaking into the super yacht market. Seeing the desire of the Indian people who want to get involved in boating and seeing the money available in this country, it's a fascinating opportunity for our company to dig deep into the market and to explore the potential of the Indian clientele. So we are excited about the Indian challenge and will definitely be back next year."

- David Goddard, Cavendish White

2009

"It is extremely encouraging to see that the 3rd edition of the Mumbai Boat Show is even better than the first two shows."

Considering the world situation, it is marvellous to see such a positive response in a totally new market."

- Cdr. Ajay Narang, Yachting Association of India (YAI)

"We are encouraged by the response we are getting at the Mumbai International Boat Show on our entry in the Indian leisure boating market. The inquiries which we have received are quite serious and we will be vigorously following them up."

Roshini Pahlajani, OceanStyle / Burgess

"Considering the fact that India was never on the leisure boating map till the last three years, the response we are seeing in terms of number and quality of both participants and visitors means that India is now firmly in the sights of all leading boating brands."

Yadvinder Rana, Azimut

MUMBAI INTERNATIONAL BOAT SHOW 2010

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The event in 2007, its inaugural year, established itself as the benchmark for boat shows in India and served to provide an important stimulus to the Indian leisure boating and water sports industry. The 2008 event outshone the previous year, and 2009 was spectacular despite the economic environment. The 2010 Mumbai International Boat Show will be scaled up to even greater heights, offering a better, more-rounded experience to both exhibitors and visitors. The success of the 2010 show is virtually guaranteed as visitors and participants of the previous three boat shows have all promised to participate in the fourth edition in a much bigger way.

Partners

Supported by

Government of Maharashtra

MTDC

Mumbai Port Trust

Indian Navy

Yachting Association of India

Associations with our Sponsors and partners will be notified in further communiques.



For more information contact:

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spenta multimedia

To participate in the Mumbai International Boat Show 2010,
kindly contact us at sales@mumbaiboatshow.com

www.mumbaiboatshow.com



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Exhibition & Sponsorship Details

EXHIBITION DETAILS:

A/C Shell Scheme – Rs. 13,500 per sq. m.

Standard shell scheme stall of 12 sq. m. will have the following accessories per stall:

- New synthetic carpet inside the stall with plastic covering
- White laminated panels of 2.5 m height (Octonorm type panels)
- Fascia laminated board 0.3 m height, with 10 cm height for Company name in white colour computer cut vinyl lettering
- 1 System Table
- 3 Cushion Chairs
- 1 Waste Paper Basket
- 4 nos. 100w Spotlights
- 1 Socket Point: 5 Amp

A/C Bare Space – Rs. 11,250 per sq. m.

Outdoor Non A/C Bare Area – Rs. 8,000 per sq. m.

***Exclusive space available at the Curtain Raiser Event venues**
for details contact Alpa Antani on 91 22 6451 5819 / 5820

ADVERTISING & BRANDING OPPORTUNITIES:

Branding Opportunities*

- VIP LOUNGE
 - Title Branding for the VIP Lounge - Rs. 3,00,000
 - Display stand in the VIP Lounge - Rs. 25,000
 - Max size : 6 ft (H) x 2 ft (W)
 - Max numbers available : 4
- Internet Cafe - Rs. 1,00,000
- Ceiling Suspended Banner - Rs. 25,000 per day per banner
 - Size : 1 m (W) x 2.5 m (H)
 - Max numbers available : 10

Merchandising Opportunities

Listed below are the merchandising opportunities available along with the licencing fees. The design and quantity of merchandise will be decided by Mumbai Boat Show. Cost of production will be borne by the sponsor.

- Lanyards - Rs. 1,00,000
- Exhibition Bags - Rs. 1,00,000

Advertising Opportunities:

- Exhibition Directory
 - Front Inside Cover - Rs. 25,000
 - Back Cover - Rs. 50,000
 - Centre Fold - Rs. 50,000
 - Double Spread - Rs. 20,000
 - Single Full Page - Rs. 10,000



Exhibition & Sponsorship Details

- Website Banner
 - Home Page - Rs. 50,000 (For February & March)
 - Inside Page - Rs. 10,000 (For February & March)
 - Per Year - Rs. 1,00,000 (Except for February & March)
- Online Newsletter (for all issues)
 - Tower ad. (600pixel x 120 pixel) - Rs. 10,000
 - Panel ad. (120 pixel x 90 pixel) - Rs. 5,000

Available Partner Programs:

For more information contact Alpa Antani on + 91 22 6451 5819 / 5820

- Hospitality Partner
- Print Media Partner
- Television Partner
- Radio Partner
- Outdoor Partner
- Event Management Partner
- Logistics Partner
- Stand Builds (Maximum 3 companies)
- Pontoon Partner

* All above rates are exclusive of taxes and subject to change

SPONSOR PACKAGES

Below is a Summary of our sponsor packages. For more information please contact Alpa Antani at alpa.antani@mumbaiboatshow.com or + 91 22 6451 5819 / 5820

Title Sponsor: Rs. 2 crore

Associate Sponsor : Rs. 75,00,000

VIP Preview Evening Sponsor : Rs. 30,00,000

Networking Dinner Sponsor : Rs. 10,00,000

Conference Sponsor : Rs. 10,00,000

Regatta Sponsor : Rs. 25,00,000

Curtain Raiser in Delhi : Rs. 30,00,000 per event

Curtain Raiser in Mumbai : Rs. 30,00,000 per event

Post Event Dinner : Rs. 30,00,000 per event

*All above rates are exclusive of taxes and subject to change

For more information contact:
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