



13th International exhibition
of boats and yachts

5-9.03.2020

Moscow, Crocus Expo



Boats and yachts



Equipment for fishing



Water sports



On-water entertainment



Services



State supervisory authorities



Equipment

Organized by:

 **CROCUS EXPO**
International Exhibition Center

 **ufi**
Approved
Event

 **IR**
Expo Rating

www.mosboatshow.ru



There are more than **2 million rivers** in the territory of Russia which length exceeds **6,5 million km** and thus practically each region of the country has opportunities for access to water open spaces.

These indicators are favorable for the development and promotion of water tourism (river rafting, rafting, kayaking), yachting, sailing and other sports on water.



Development of the yachting industry is provided for by the Strategy for the Development of Tourism in the Russian Federation for the period up to 2020 approved by the order of the Government of the Russian Federation dated May 31, 2014 No. 941-r and by also the Federal targeted program Developing Domestic and Inbound Tourism in the Russian Federation (2011-2018) with the amount of financing **over 96 billion rubles**.

It is planned to establish a necessary infrastructure within the frames of the public-private partnership aiming to construct hotels, marinas and yachting service stations. The commercial prospects of water tourism development attract both Russian and foreign investors.

It is planned to provide systematic support for the branch at the high state level.

Dmitry Medvedev
Russian Prime Minister

has charged a number of ministries and structures to submit proposals on creation of favorable conditions for yachting in coastal zones of the country.





more than
13 000
representatives of the yachting business

Following the state policy and supporting plans of the Government of the Russian Federation Moscow Boat Show makes an important contribution to promotion and formation of positive image of yachting, boating and water sports in the opinion of the public.

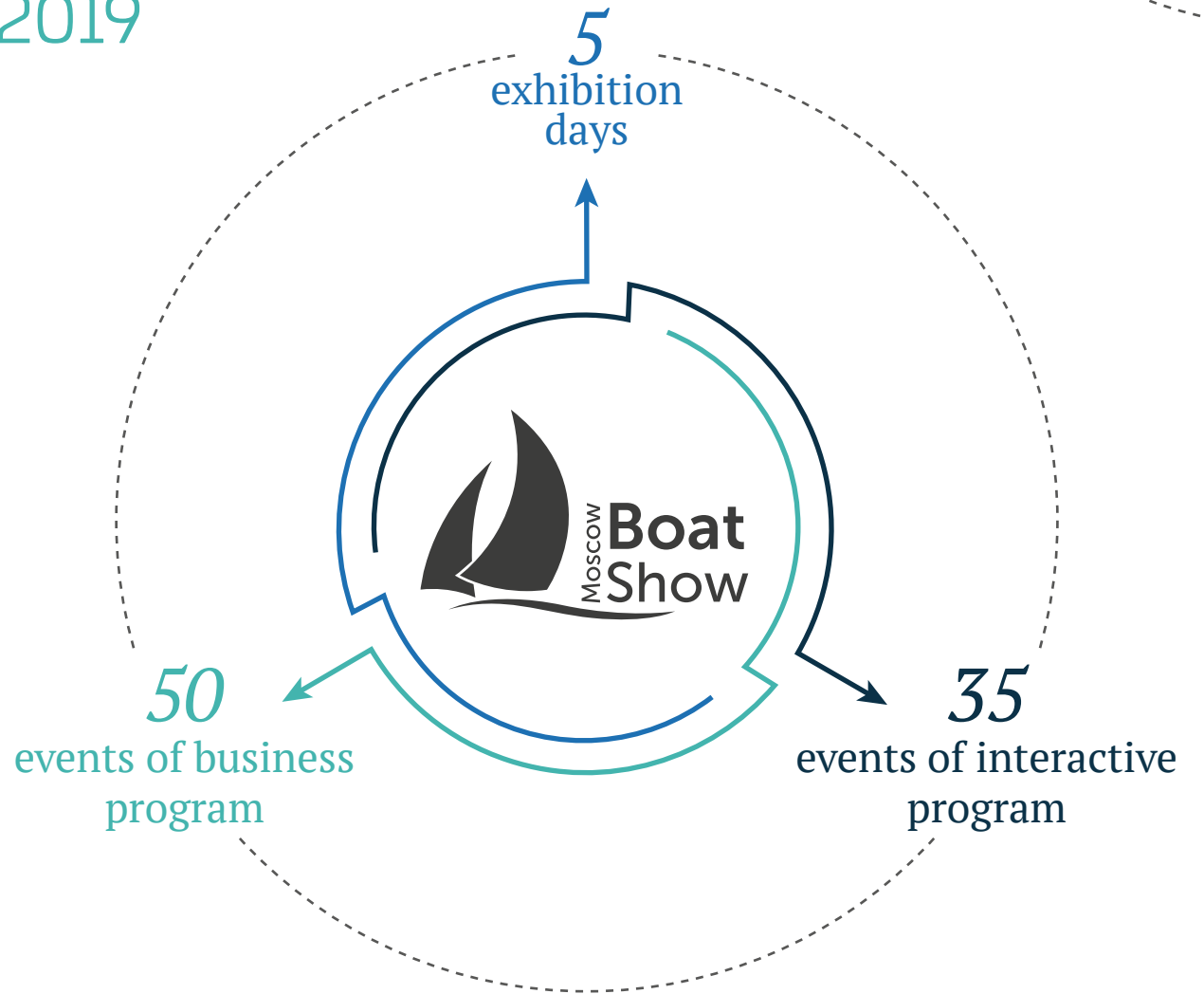
Moscow Boat Show is the largest in Russia international exhibition of boats and yachts which unites annually more than 13 000 representatives of the yachting business, fans of outing on water open spaces and enthusiasts of water motor crafts. In 2020 the event will take place in Crocus Expo for the 13th time already!

The exhibition presents the aspects of the yachting segment, demonstrates modern samples of water motor equipment and the latest design developments, acquaints guests with activity of yachting schools and the calendar of sea regattas, submits offers on sea and river cruises and also on opportunities of training in water sports.



Moscow Boat Show 2019

summing up (figures and facts)

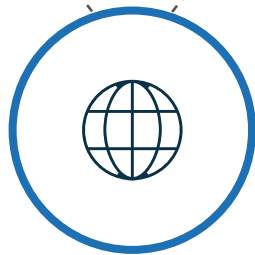


Moscow Boat Show 2019 summing up (figures and facts)



Exhibitors

145 companies



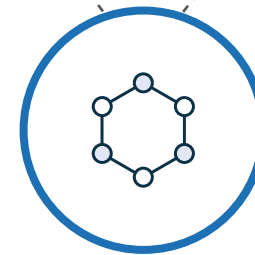
Countries

Austria, Germany, Greece,
Italy, China,
the Netherlands, Poland,
Russia, Turkey, Croatia,
Sweden, France, Norway,
Bulgaria, Cyprus, Spain,
Motenegro



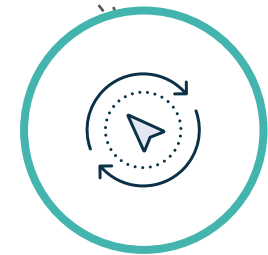
Visitors

more than 14 000



Exposition space

more than 17 800 sq m



Frequency

annual

Sun, Sea, Sails

festival will be for the first time held within the frames of the Moscow Boat Show!

Moscow Boat Show is an event highly appreciated by yachting fans and aimed at general public.

Yachting business has been gaining wide popularity in Russia. Speed boats and yachts, boats and aqua bikes, participation in competitions in water sports cause genuine interest, totaling a large number of admirers at Russian and foreign audience. In the course of more than 10 years the exhibition has achieved the status of a significant for the industry event, having become the annual platform for business meetings, constructive communication, conclusion of favorable contracts, exchange of experience and awareness of the latest developments.

Sun, Sea, Sails festival will be for the first time held within the frames of the Moscow Boat Show alongside with business communication!

The program of the new project will stimulate the desire for voyages and active kinds of sport, will improve one's mood and present fresh sensations.

Sun, Sea, Sails festival provides the perfect opportunity for you to choose a hobby for the family and to eyewitness the demonstration of water, yachting and active kinds of sport accessibility.



ZONES/FESTIVAL SIGHT

YACHTING

- Zone of sailing sports federations
- Zone of yachting for adults
- Children's zone
- Zone of social projects

WATER SPORTS

- Zone of water sports federations
- Zone of water sports
- Trade fair of clothing, equipment, harness and accessories for water sports

COMMON ZONES

- Beach zone
- Design gallery
- Dancing gallery
- Lecture hall and movie theatre
- Thematic foodcourt

PR CAMPAIGN

⚓ MASS MEDIA

Top information partners
More than 500 publications and broadcasting in mass media
Festival coverage by leading mass media including TV
Announcements in more than 100 periodicals

⚓ PROMOTION CAMPAIGN

Contests and prizes drawing
Cross marketing with partners and project participants

⚓ SOCIAL NETWORKS

Creation and promotion of pages in social networks:
Facebook, VKontakte, Instagram

⚓ INTERNET

Website www.mosboatshow.ru
Contextual advertising Yandex, Google



EXPECTED



Number of visitors

30 000



PR coverage

50 000 000
of contacts



Audience

young active people
with friends/family
25-45 years range
~medium income

EXHIBITION ADVANTAGES



The only and the most large-scale project in Russia presenting the best products of the yachting branch.



The status of the UFI approved event (since 2012), inclusion into the calendar of International Boat Industry (IBI) which register all exhibitions of international level in the yachting industry.



Professional targeted audience of visitors.



Press coverage by social, political and yachting mass media.



An extensive business program covering all directions and tendencies of national and global yachting industry development. Wide range of events: round tables, seminars, lectures, thematic sections, presentations at exhibitor's stands, reports, meetings with representatives of governmental authorities, performances of sailing schools' students and representatives of water sports, networking, master classes and many other things.



The venue – Crocus Expo – the largest exhibition center of Russia.



MISSIONS OF THE SHOW

- **Promotion** of water tourism and aquatics, attraction of public to yachting and to keeping fit.
- **Creation** of an effective interactive exhibition platform uniting representatives of the yachting branch including the leading players of the market.
- **Reflection** of the world industry tendencies – modern developments, innovative technologies, acquaintance with new players of the market.
- **Improvement** of communication between government institutions and business community.
- **Establishment** of effective communication between market players and potential consumers.
- **Consolidation** of fans of active outing on water open spaces.

- **Informing** visitors on upcoming events, business events and competitions.
- **Stimulation** of the yachting sector development in Russia.
- **Support** and development of water tourism in the national market.
- **Discussion** of prospects of the yachting branch, search of problem solutions, designation of new development vectors.



THEMATIC EXHIBITION SECTIONS



Boats and yachts

premium class yachts, motor yachts, sailing yachts, inflatable boats and launches, submarines, caravans



On-water entertainment

Jet skis, windsurfers, kites, water ski, wakeboards, kneeboards, kayaks and canoe, rowboats, water entertainments, equipping for fishing, fishing tourism, diving, photo and art galleries



General

specialized mass media, publishing houses of maps and charts, special literature publishers, representation of public associations and governmental authorities of supervision



Services

brokerage, charter and voyages, credits and financial support, insurance, real property by water, marinas and yacht clubs, yachting schools, repair and service, ship-yards, design of vessels, design of marinas and moorings, services of boats and yachts transportation



Equipment

vessel equipment and accessories, survival and safety equipment, yachting clothes for professionals and amateurs, stationary ship engines and outboard boat motors, navigation equipment and communication means (radio navigation devices), trailers and devices for transportation

MOSCOW BOAT SHOW is:

- an effective platform for representatives of the branch providing an opportunity of products and services promotion, search of new clients, conclusions of favorable contracts;
- comfortable conditions for exchange of experience between leading experts of yachting and related branches;
- a center of communication of Russian experts;
- a complex of mass events directed to involvement of the audience into the world of yachting and related events – regattas, presentations of innovative technical solutions in the branch, master classes of yachting schools and so forth.

Annual increase in quantity of exhibitors from Russia and displayed models demonstrate positive dynamics of national yacht building growth.

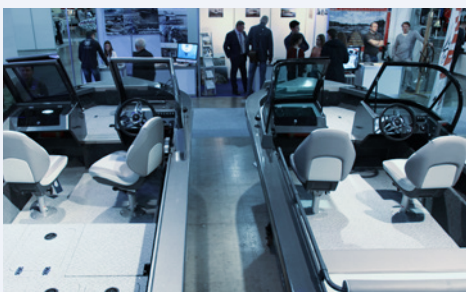
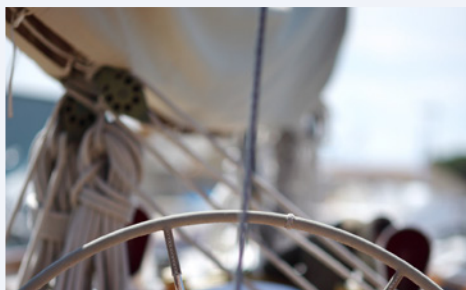
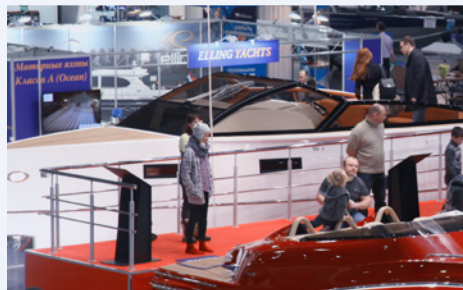
Besides there are events held within the frames of the exhibition which contribute to the promotion of public awareness of water sports and to attraction of new students to yachting schools and new participants to amateur competitions.

VENUE

Crocus Expo International exhibition centre is one of the largest and modern exhibition complexes of the world which has successfully proved its reputation in the sphere of organization and holding of exhibition and congress events of any level of complexity.

The developed infrastructure of Crocus Expo features three united by skywalks pavilions, 19 exhibition halls, 49 conference halls, Aquarium Hotel ***, own customs office, free parking lot for 35 500 car slots and exits doors from Myakinino metro station to pavilions.

There is an opportunity to adapt space for projects of any format, multivariability of advertising and promotion of expositions, provision of full range of services to organizers and visitors – all these are obvious advantages of Crocus Expo in the opinion of its Russian and foreign partners.



+7 (495) 223-42-10
O.Pluzhnikova@Crocus-Expo.ru / E.Grishechkina@Crocus-Expo.ru
www.mosboatshow.ru