

A man is relaxing in a colorful hammock strung between the mast and the side of a white sailboat. The boat is on a deep blue sea under a clear sky. The hammock has a pattern of blue, white, and yellow. The man is wearing colorful swim trunks.

# DUBAI INTERNATIONAL BOAT SHOW

26 FEB – 2 MAR 2019  
DUBAI CANAL, JUMEIRAH

LET'S ALL  
*live a little*

#DUBAIBOATSHOW  
BOATSHOWDUBAI.COM



## MARKETING & PUBLICITY GUIDE

Practical tips on how to promote your participation and be part of the market buzz

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## KNOW YOUR MARKETING & PR TEAM

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## Marketing *'Must-do'*list

Item	Page #	Deadline/Form
<b>Show catalogue entry</b> Go to <b>www.boatshowdubai.com/exhibit#E-Zone</b> Use the login and password provided by the Dubai Boat Show Team	Page 15	<b>11 February 2019</b> <b>PLEASE COMPLETE ALL ENTRIES BY THIS DATE FOR YOUR PROFILE TO BE INCLUDED IN THE PRINTED SHOW CATALOGUE. THIS DEADLINE IS NOT EXTENDABLE.</b>
<b>Your company listing on Dubai Boat Show website.</b> Make sure you complete the following elements: <ul style="list-style-type: none"> <li>▪ Company profile</li> <li>▪ Company logo</li> <li>▪ Product categories</li> <li>▪ Brands represented</li> <li>▪ Product pictures/videos</li> </ul>	Page 13	As soon as you receive your E-Zone username and password to get maximum visibility before the show

Go to <b>www.boatshowdubai.com/exhibit#E-Zone</b> Use the login and password provided by the Dubai Boat Show Team		
<b>Press releases</b> <ul style="list-style-type: none"> <li>▪ Send to <b>Katie.lyons@edelman.com</b></li> <li>▪ Upload through <a href="http://www.boatshowdubai.com/exhibit#E-Zone">www.boatshowdubai.com/exhibit#E-Zone</a>.</li> </ul> For Enhanced Internet Listing only. Use the username and password provided	Page 10	Each time you publish a press release or <b>Ongoing</b>
<b>Sponsorship opportunities</b> Email <b>nadia.ribeiro@dwtc.com</b> for more information	Page 12	<b>ASAP.</b> Limited number of opportunities available
<b>Publish web banner ‘Visit our stand’ on your e-marketing collateral and email signature</b> Connect to <a href="http://www.boatshowdubai.com/exhibit#E-Zone">www.boatshowdubai.com/exhibit#E-Zone</a>  Use the login and password provided by the Dubai Boat Show Team	Page 7	<b>ASAP.</b> As soon as you receive your E-Zone username and password, you can download a wide range of online marketing tools from the E-Zone.

# Your business thrives at **Dubai Boat Show**

## Welcome on Board!

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Congratulations on your decision to participate at **Dubai International Boat Show**, the biggest maritime and luxury lifestyle event in the MENA region.

Booking your stand is just the start – setting aside some time to plan and implement a comprehensive Marketing and PR plan will both **maximise your return on investment** and **enhance your experience at the show**.

This marketing and publicity guide outlines the opportunities available to **ensure you see the buyers you most want to see at the event**.

## Plan your marketing and PR activities

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- Promote your participation at this market-leading event.
- Raise the profile of your brand and increase visitor footfall to your stand.
- Achieve extra exposure for product launches or demonstrations.
- Ensure your press conference or special event is included in the show event calendar distributed to both visitors and media at the event.
- Increase your customer database and drive traffic to your website.
- Celebrate your success at the show.

The Dubai International Boat Show Marketing & PR campaign is already well under way to support the event, ensuring as many business professionals as possible get to hear about the show.

# Now is your turn to make noise about **your participation at the show!**

## TIP 1: INVITE YOUR MOST IMPORTANT CUSTOMERS

### 7.1 INVITATIONS

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Whether you send an email invitation, printed invite or call them, inviting your client is a sure way to maximise your success.

Printed invites - Invite your industry colleagues and trade clients to visit you at Dubai International Motor Show using an official Trade Visitor Invitation. You will automatically receive an allocation but please do request additional amounts if you require them to target key clients that you would like to see at the event. Place your order by contacting [Judith.Punta@dwtc.com](mailto:Judith.Punta@dwtc.com)

E-Shot – Create your own electronic “**SEE US AT DUBAI INTERNATIONAL BOAT SHOW**” that you’ll find in the Exhibitor E-Zone. You can personalise it with your company information and send to your own databases via email.

#### **Here are some important ways to utilise your invitations**

- Send a direct mailer with a personalised letter to your key clients.
- Distribute invitations to key people at industry events you are attending.
- Include an invitation with product deliveries or agents meetings with key clients.
- Include an invitation in your company newsletter.
- Use an invitation as giveaway in any competitions you are running.

**Remember... if you don't invite your key clients, your competitors will!**

## TIP 2: MARKET YOUR PRESENCE AT THE EVENT

### 7.2 E-MARKETING ACTIVITIES

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#### SEND E-MAIL CAMPAIGNS TO YOUR DATABASE

Make sure you remind your customers that you will be at the event.

E-mail marketing is a quick and cost effective marketing tool and you may even want to consider purchasing additional data lists.

#### Develop creative e-mail campaigns:

- Invite clients, prospects and media to your stand.
- Highlight the new products and services you will be launching at the show.
- Promote a competition to win a prize at your stand at the event.
- Include your press release highlighting your presence, major launches or events happening at the show.
- Be sure to include your stand number and sector.
- Promote your website in the email to drive traffic.
- Include visitor facilities they are entitled to (available on show website)

#### UPLOAD CUSTOMISED WEB BANNERS ON YOUR WEBSITE

**Download the free event web banners for use on your website and emails from the E-Zone.**

Include the “**Visit our stand**” web banners within your emails and website. Link them to [www.boatshow.com](http://www.boatshow.com) so your clients can get more information on the event.

Go to [www.boatshowdubai.com/exhibit#E-Zone](http://www.boatshowdubai.com/exhibit#E-Zone) to access these banners free of charge. Please use the E-zone username and password provided to you by the Dubai International Boat Show team.



## 7.3 DUBAI BOAT SHOW LOGO

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**Include the Dubai International Boat log show logo on your marketing collateral!**

Make sure you use it on your promotional collateral to highlight your participation at the show! It will alert your customers and potential clients of your presence at the event and help to drive visitors to your stand.

**Here are some important places to add the show logo and your stand number.**

- Magazine adverts
- Newspaper adverts
- E-mail signatures
- Newsletters
- Inserts
- Company websites
- Partner or agent websites
- Print and e-mail invitations to the show
- Press releases

Log on to [www.boatshowdubai.com/exhibit#E-Zone](http://www.boatshowdubai.com/exhibit#E-Zone) to access the show logo in various versions, web banners and E-signatures free of charge. Please use the E-zone username and password provided to you by the Dubai International Boat Show team.

## 7.4 TRADE & LIFESTLYE MAGAZINES

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**Advertise in leading magazines associated with Dubai International Boat Show.**

With strategically placed advertisements and news releases – in both English and Arabic – in major local and international media to ensure high visibility, Dubai International Boat Show will continue to attract visitors with quality profiles from over 151 countries.



A global visitor marketing campaign is currently underway, which will ensure high exposure in the local, regional and international specialist and general media. If you wish to maximise your exposure, why not advertise alongside us to increase your visibility and attract visitors to your stand!

TITLE	EMAIL ADDRESS
Asia Pacific Boating	kelly@bluincmedia.com
Azimouthio Yachting Info Directory	ag@yachting-info.com
Barche	a.dini@barcheisp.it
Baws	mohammed@baws.se
Bespoke	info@bespokeinternational.com
Boat Attitude	corinne@boatattitudebook.com
Boat Exclusive	marketing@delius-klasing.de
Boat International	tony.euden@boatinternationalmedia.com
Boote Exclusiv	marketing@delius-klasing.de
Business Emirates	olga@russianemirates.com
ChaterWorld.com	eva@charterworld.com
Durrah	hussain.h@durrah.bh
Elite Living Africa	roman.zincenko@alaincharles.com
EuropeanLife	bernadet@europeanlifemagazine.com
Hia Magazine	imran.ahmed@hiamag.com
Jet attitude	corinne@boatattitudebook.com
Le Grand Mag	contact@legrandmag.com
Marineluxurylifestyle.com	jan@easybranches.com
Maritime Matrix Today	nishit@maritimematrix.net
myUAEguide	laura@myuaeguide.com
Outdoor UAE	daniel@outdooruae.com
Plefsi Magazine	info@plefsimag.gr
Robban Assafina	events@assafinaonline.com
Russian Emirates	olga@russianemirates.com
Superyacht Digest	pamela.paci@melacreative.com
Tharawat	<a href="mailto:james@tharawat-magazine.com">james@tharawat-magazine.com</a>
TheYachtMarket.com	mary.ghattas@theyachtmarket.com
Watch J	dubai@watchj.com
Yacht Way	<a href="mailto:editor@yachtwaymagazine.com">editor@yachtwaymagazine.com</a>

To obtain the updated list of magazines contact [nadia.ribeiro@dwtc.com](mailto:nadia.ribeiro@dwtc.com)

## 7.5 PR & EDITORIALS

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### **Promote your brand through Dubai International Boat Show PR & Editorials.**

Make sure you share all your latest news with the Dubai International Boat Show dedicated PR team.

News may include:

- Product launches
- Live events
- Press conferences
- Competitions
- Demonstrations
- Dedicated programmes

### **SOME HELPFUL TIPS WHEN WRITING A PRESS RELEASE**

- **A press release should be newsworthy.**

The purpose of a press release is to inform the world of your news item. A good press release answers all of the "W" questions (who, what, where, when and why), providing the media with useful information about your organisation, product, service or event.

- **Have a strong headline.**

Your headline and first paragraph should tell the story. The rest of your press release should provide the detail. You have a matter of seconds to grab your readers' attention. Make sure the first 10 words of your release are effective, as they are the most important.

- **Write for the Media.**

On occasion the media, especially online media, will pick up your press release and run it in their publications with little or no modification. Even if your news is not reprinted verbatim, it may

provide great exposure. **Follow up and call the most important publications to ensure they have seen your release.**

- **Not everything is news!**

Your excitement about something does not necessarily mean that you have a newsworthy story. Think about your audience. Focus on the aspects of your news that truly sets you apart from everyone else. **Offer interviews.**

- **Stick to the facts.**

Tell the truth, avoid exaggeration. Journalists are naturally sceptical. If your story sounds too good to be true, you are probably hurting your own credibility.

- **Pick an angle.**

Try to make your press release timely. Tie your news to current events or industry issues if possible. Make sure that your story has a good news hook.

- **Keep it simple and avoid fancy language.**

While a limited amount of technical language might be required if your goal is to optimise your news release for online search engines, the best way to communicate your news is to speak plainly, using ordinary language.

- **Contact information.**

Provide as much contact information as possible about your company. Your press release should end with a short paragraph that describes your company, products, service and a short company history. **Be sure to attach some great images with your story and your company logo.**

**Upload your latest company highlights, new product images, information, and press releases on the Dubai International Boat Show website via [www.boatshowdubai.com/exhibit#E-Zone](http://www.boatshowdubai.com/exhibit#E-Zone).**

**For hard copy publishing opportunities, please send copies of your press releases to: [Katie Lyons](#)**

**Direct: [+971 \(0\) 4 450 9790](tel:+971044509790)**

**Email: [Katie.lyons@edelman.com](mailto:Katie.lyons@edelman.com)**

**Deadline: [Ongoing, before the show](#)**

## 7.6 PRESS CONFERENCES

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Dubai International Boat Show attracts media focus from around the world and so it is your ideal venue for a press (or buyer) event. Please let our PR team know if you are planning a press event, so that we can also highlight it in the schedule for media and support you, where possible.

**For all press conference related enquiries:**

**Contact** [Katie Lyons](#)

**Direct:** [+971 \(0\) 4 450 9790](#)

**Email:** [Katie.lyons@edelman.com](mailto:Katie.lyons@edelman.com)

**Deadline:** [Ongoing, before the show](#)

## 7.7 SPONSORSHIP OPPORTUNITIES

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Raise your profile at the show and benefit from dramatic increase in ROI and visitors to your stand. A host of sponsorship opportunities exist around Dubai International Boat Show, before, during and after the show, with ideas and packages to fit every budget. Choose from signage and banners inside and outside the venue, registration messages, mailer sponsorship, events as well as high visibility online with web banners and email advertising.

**For all sponsorship opportunities within the show:**

**Contact** [Sunita Khatri](#)

**Direct:** [+971 4 308 6204](#)

**Email:** [sunita.khatri@dwtc.com](mailto:sunita.khatri@dwtc.com)

**Deadline** [ASAP, before the show](#)

## 7.8 ENHANCED INTERNET LISTING

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### REACH A TARGETED GLOBAL AUDIENCE ONLINE!

With more than 100,000 visits to [www.boatshowdubai.com](http://www.boatshowdubai.com) in the run up to the show, this is potentially your most important lead generation opportunity.

You will receive your login and password to complete your online listing and start benefiting from an enhanced internet listing which includes:

- 120 words to describe the products and services you will be showcasing.
- Your company logo to make your listing stand out from the crowd.
- List of your products and services.
- Launches at the show
- Boats at the show
- Pictures of your products.
- List of your brands.
- Link to your company website.
- Full exhibitor & product search function.

**Please Note:** If you provide specific, news-worthy and innovations-driven details of your 2019 showcases, along with stats and facts that prospective buyers will be interested to know, you will receive additional website space plus company promotion through Email campaigns, social media and international PR (subject to availability).

Contact [nadia.ribeiro@dwtc.com](mailto:nadia.ribeiro@dwtc.com)

## 7.9 SOCIAL MEDIA

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Work with the Dubai International Boat Show marketing team on their dedicated social media programme and expand your presence to a wider audience. With Dubai International Boat Show branded Twitter, Instagram, Youtube, LinkedIn and Facebook pages, you can align your brand with the official social media

marketing for the show. You may utilise our official handle [@DubaiBoatShow](#) and we will share and retweet your posts!



@[Dubai boat](#)



@[Dubai Boat Show](#)



[dibshow](#)



[Dubai International Boat Show – Showcase page](#)



[DubaiBoatShow](#)

**Some useful simple social media tips:**

- Post interesting content regularly
- Interact with other users
- Start conversations and build a buzz about events you are attending – use social media to create conversations in real life
- Remember that a positive attitude on social media will build positive buzz
- Include your Social Media links on your website and in your contact details

**Share your videos and content with our social media team to get exposure in the show social media channels. Contact [Christine Suzanne](#)**

**Direct: [+971 \(0\) 55 896 2853](#)**

**Email: [c.varghese@impactproximity.com](mailto:c.varghese@impactproximity.com)**

**Deadline: [Ongoing, before the show](#)**

## TIP 3: MAKE THE MOST OUT OF YOUR ONSITE PRESENCE

### 7.10 CATALOGUE ENTRY

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All exhibitors and partners automatically qualify for a Company Profile listing in the catalogue. This complimentary entry should not be longer than 120 words and should outline what your company does and what you will be displaying at the event.

**PLEASE NOTE THAT TO MAKE THE PROCESS EASIER FOR YOU, YOU SIMPLY NEED TO GO TO THE E-ZONE ON THE SHOW WEBSITE AND UPLOAD YOUR COMPANY PROFILE THERE. SIMPLY FOLLOW THE INSTRUCTIONS.**

Log on to [www.boatshowdubai.com/exhibit#E-Zone](http://www.boatshowdubai.com/exhibit#E-Zone)

Contact [Judith.Punta@dwtc.com](mailto:Judith.Punta@dwtc.com)

Deadline **11 February 2019**

#### **IMPORTANT:**

Please upload your catalogue entries through the E-Zone as soon as you receive your username and password from Dubai International Boat Show team or your, to make it live on the show website. The final cut-off date for catalogue entry completion is **11 February 2019**. Any entries uploaded on the E-Zone after this date will appear on the website (online) but will not be included in the printed catalogue (print).

### 7.11 OFFICIAL SHOW CATALOGUE

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#### **Benefits of Advertising in the Show Catalogue:**

- The catalogue serves as an essential reference guide for buyers, before and after the exhibition has finished;
- An advertisement will reinforce and support existing marketing activity and expenditure;
- A unique opportunity to influence the leading buyers from the region as they visit the exhibition;



- Dubai International Boat Show 2019 is timed to coincide with the industry's peak purchasing period. It is an ideal time to influence key buyers as they make major purchasing decisions.

See **Form 5C** from the Exhibitor Manual for all Catalogue Advertising Rates OR Contact **Fiona Pereira**

**Direct:** +971 4 444 201

**Mobile:** +971 50 207 5147

**E-mail:** [fiona.pereira@itp.com](mailto:fiona.pereira@itp.com)

**Deadline** 17 February 2019

## TIP 4: TRAVEL TOOLS

Remember to book your travel for you and your staff, if necessary. The earlier you book the more money you will save

### 7.12 TRAVEL PARTNER

**Alpha Destination Management**, the official Destination Management Company for Dubai International Boat Show 2019 to present exclusive accommodation packages and flights for exhibitors.

**Alpha Tours also offer:**

- Travel & Visa Arrangements
- Tour Packages
- Transportation
- Daily scheduled shuttle to/from the exhibition

**For more information please contact** **Abdullah Aridi**

**Email:** [abdullaha@alphatoursdubai.com](mailto:abdullaha@alphatoursdubai.com)

**Tel:** +971 4 701 9111

**Toll Free:** 800 25742 929

**Website:** [www.boatshowdubai.com/experience/info/travel-partner](http://www.boatshowdubai.com/experience/info/travel-partner)

## 7.13 AIRLINE PARTNER

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**Emirates Airline** has proudly been selected as the partner airline for the Dubai International Boat Show 2019.

Use your **Promotion Code** to get special fares in Emirates

**Promotion code:** **EVE6BOT**

**Travel Validity:** **21th February - 07th March 2019**

**Terms & Conditions:** [www.boatshowdubai.com/experience/info/airline-partner](http://www.boatshowdubai.com/experience/info/airline-partner)

Book your travel today [www.emirates.com](http://www.emirates.com) and enter the above promotion code when you book.

## 7.14 EVENT TRAVEL PLATFORM - TRAVEZE

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Right from booking your stay to offering privileged access across events and enjoying bespoke experiences in Dubai. Now that's what we call playing the perfect host!

Building on Dubai World Trade Centre's expertise of welcoming business guests from the world over, our partnerships ensure you get the best rooms in town, at prices no one can beat. Benefits add up through exclusive show perks, while convenience comes in the form of dedicated registration counters and 24/7 booking assistance.

Simply login to [www.boatshowdubai.com/experience/info/traveze](http://www.boatshowdubai.com/experience/info/traveze) to search for the best hotel rates in town!

## 7.15 HOTEL PARTNER

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We have partner with [La Ville Hotel & Suites CITY WALK](#) and [JW Marriott Marquis Hotel Dubai](#) to get special room rates for our exhibitors.

**La Ville Hotel & Suites CITY WALK, Dubai, Autograph Collection for 900 AED per night**

**Too book your group rate: visit: [www.boatshowdubai.com/experience/info/hotel-partners](http://www.boatshowdubai.com/experience/info/hotel-partners)**

**Last Day to Book: Sunday, February 10, 2019**

**JW Marriott Marquis Hotel Dubai** for 500 AED per night

To book your group rate: visit: [www.boatshowdubai.com/experience/info/hotel-partners](http://www.boatshowdubai.com/experience/info/hotel-partners)

Last Day to Book: Friday, **January 25, 2019**