



ST. PETERSBURG POWER AND SAILBOAT SHOW

PRESENTED BY
PROGRESSIVE

JAN 18-21, 2024

 400 1st St S, St Petersburg, FL 337011



SHOW OVERVIEW

The **St. Petersburg Power & Sailboat Show**, **Presented by Progressive**, is the largest boat show on the Gulf Coast.

The show features an impressive selection of powerboats and sailboats both in water and on land, including a **40,000-square-foot** clearspan tent housing all types of marine gear.

Rounding out the experience, this show boasts our largest array of educational seminars. Topics include boat maintenance, the boating lifestyle, and kids fishing clinics.

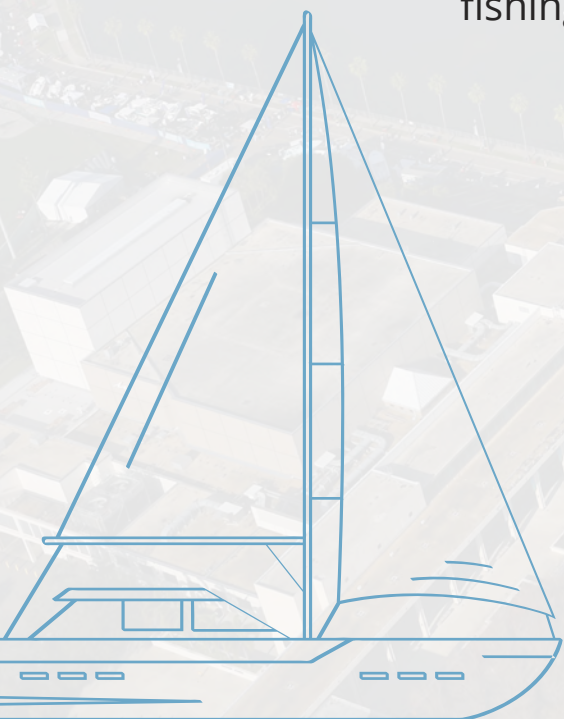




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PORTFOLIO OVERVIEW



1 MAIN ENTRANCE
2 LAND 300-317
3 CRYSTALLA
4 SHOW OFFICE
5 LAND 318 - 319
6 FOUNTAINS 1-5
7 LAND 319-330
8 LAND 331-334
9 POWER & SAIL BOATING ACCESSORIES
10 ENGINE, ELECTRONICS, CLOTHING, ART, JEWELRY & MORE (BOOTH 301 - 400)
11 GORGON'S KIDS DARK 'N' STORMY ISLAND BAR
12 HOOK THE FUTURE KIDS FISHING CLINIC AND DINING HALL
13 ANNAPOLIS SCHOOL OF SEAMANSHIP ONE-WATER TRAINING

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SUNCOAST BOAT SHOW
PRESENTED BY **BOW**



PALM BEACH INTERNATIONAL BOAT SHOW



FL
FORT LAUDERDALE INTERNATIONAL BOAT SHOW



DISCOVER BOATING
MIAMI INTERNATIONAL BOAT SHOW

PRESENTING TITLE SHOW SPONSOR | \$52,500 (3 Year Agreement Term)

As a Title Sponsor for the St Petersburg Power and Sailboat Show, you will receive a custom-tailored package to best meet your defined objectives, needs, and wants.

As the distinguished Presenting Title Sponsor, you will receive:

- Exclusive naming rights of the St Pete Show (Co-located Logo)
- Dedicated Space within the show
- Dedicated signage and branding across all official show signage
- Targeted social media and email marketing campaigns with analytics
- Registration and ticketing package, upon availability
- Highlights in every print/TV ad, press releases and additional media coverage (see chart)
- Integration in the Ribbon Cutting Ceremony



DIGITAL OPPORTUNITIES

EMAIL CAMPAIGNS

DEDICATED SPOTLIGHT EMAIL | \$5,500

- (1) fully dedicated email

FEATURED EMAIL MENTION | \$3,000

- (2-3) sentences in an email

LOGO FEATURE | \$1,000 PER EMAIL (LIMIT 3)

- Appears in Footer + links to a designated URL



EMAIL PERFORMANCE ANALYTICS (AVERAGE)

46K

total database



16%

unique open rate



9.3%

click rate



SOCIAL MEDIA

Tide Turner

\$5,500 (limited availability)

- Instagram 'takeover': 3 story posts in one day
- 2 posts
- Tag and mention
- Customized hashtags
- Analytics report

Wave Watcher

\$3,500 (limited availability)

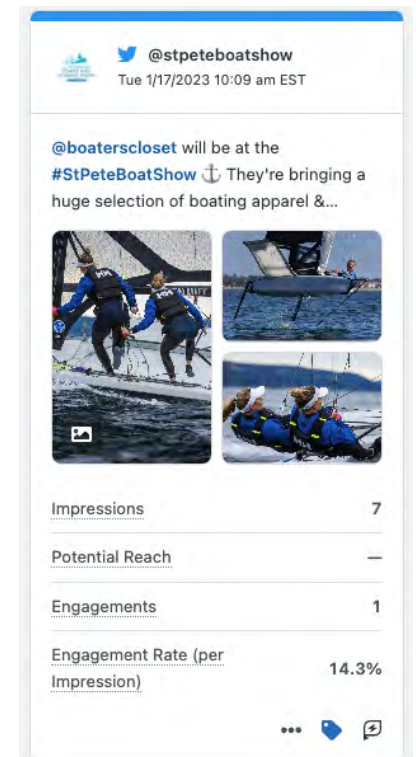
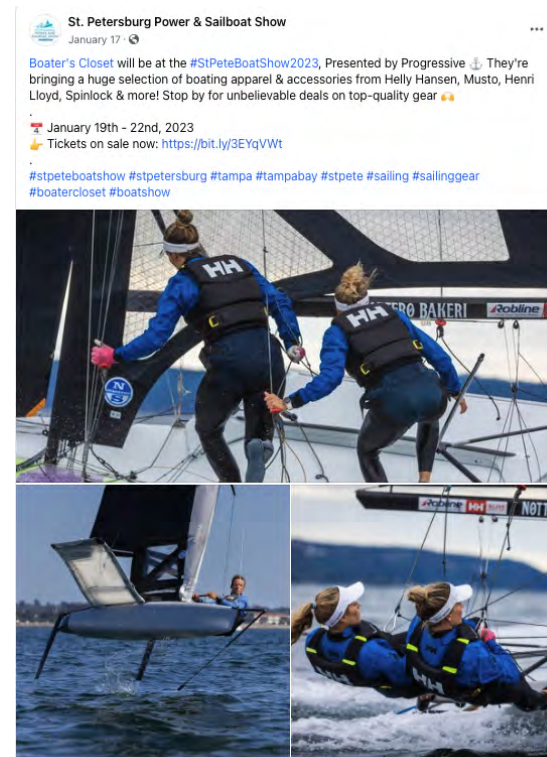
- 1 post, 1 story
- Tag and mention
- Analytics report

Boat Buddy

\$2,000 (limited availability)

- 1 story
- Tag and mention
- Analytics report

Platforms:



STATISTICS | JANUARY 2023 (Boat Show Month)

846,614

overall impressions



The number of times content was displayed to users.

36,361

overall engagements



The number of times users engaged content

1,000+

net audience growth



The number of new audience members gained minus the audience members lost

82,460

video views



The number of views among all our social media platforms (DBMIBS and SuperYacht Miami page)

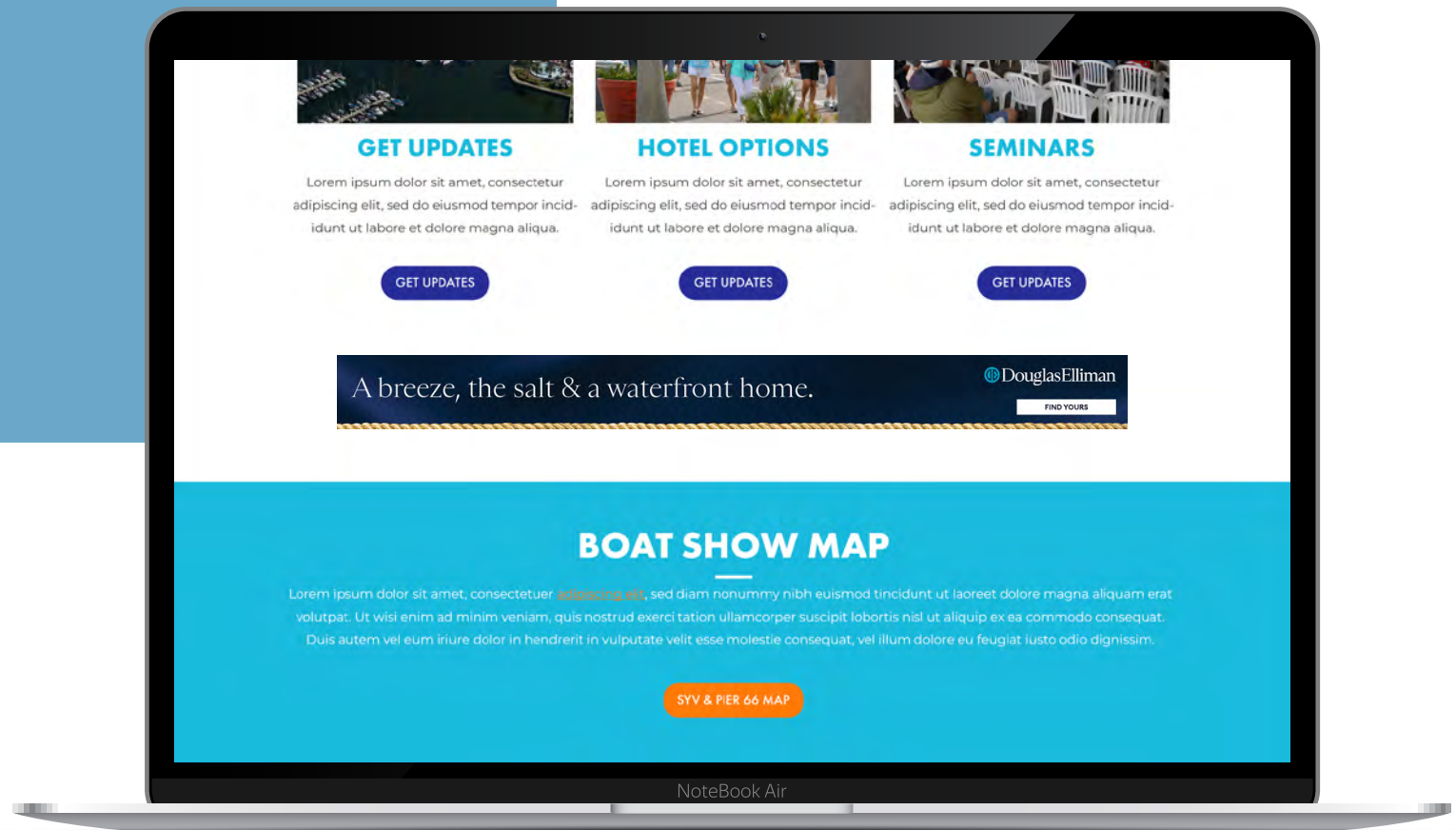
DIGITAL ADD-ONS

Website Banner Ad | \$5,500

- Inquire for available landing pages

Website Show Partner Logo Feature | \$1,000

- Your logo included on the Main Show Website foot, "Show Partners"



MAIN SHOW TENT

MAIN SHOW TENT BRANDING | STARTING AT \$16,000

SPONSORSHIP INCLUDES:

- Custom Branded Gable
- Extensive signage plan through and near space
- Co-branded location name and mention in all media, communications, and Show Map
- Marketing Package Included*



**Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

ALCOHOL PACKAGES

CUSTOM COCKTAIL BARGE | \$73,500

SPONSORSHIP INCLUDES:

- Create your own dedicated barge
- Extensive marketing and signage package*
- Co-Branded Barge name for press releases, emails, ads, and show map



**Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

ALCOHOL PACKAGES

Tasting Activation | \$31,500

- Serve samples at a dedicated location
- Inquire for activation areas within the show
- Branding and logo in applicable signage locations
- Marketing Package included*

Pouring Rights | \$26,500

- Exclusive pouring rights as Official Show Category Beverage
(Inquire for available categories)
- Branding and logo in applicable signage locations
- Marketing Package included*

Branded Cocktail Bar | \$21,000

- Co-branded bar name in all communications and media
- Logo designating bar location on Show Map
- Dedicated branding on full service satellite bar and logo included in applicable signage locations
- Marketing Package included*

Available Locations: Inquire with your direct Sales Representative for available locations



**Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

REGISTRATION

REGISTRATION AND TICKETING

Registration Title Sponsorship | \$21,000

- Co-located logo on all digital credentials, digital tickets, and credential lanyards
- “Presented By” title in all media/communications about ticketing, registration, and lanyards
- Co-located logo on Credential Tent signage + marketing
- Marketing Package included*



**Marketing Package: All sponsorship packages include a variety of other benefits, such as social media + email inclusions, tickets, logo on signage throughout the show, and logo on Show Website.*

SALES CONTACTS

Dean Fillichio | Director of Sales

dean.fillichio@informa.com

Scott Cohen | Director of Sales

scott.cohen@informa.com

Nickolas Pantner | Business Development Manager

nickolas.pantner@informa.com

Santiago Stanham | Business Development Manager

santiago.stanham@informa.com

Parker Ward | Business Development Manager

parker.ward@informa.com

Leo Gallardo | Business Development Manager

leo.gallardo@informa.com

Combination packages and multi-show opportunities are available upon request.



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THANK YOU

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