



# 54ª edición salonnautico

INTERNACIONAL DE BARCELONA

**BARCELONA INTERNATIONAL BOAT SHOW**  
October 14–18, 2015 ■ Marina Port Vell, Barcelona



Barcelona, one of the world's most beautiful and popular boating destinations, is the backdrop for the Barcelona International Boat Show. Last year, this five-day show attracted more than 53,000 visitors (73% general public vs. 27% professional) and had more than 650 boats on display. The show attracted an audience of loyal and quality visitors, and reported an upturn in sales—all factors that point to an end to Spain's difficult economic situation.

## POSITIVE CHANGES FOR THE INDUSTRY

The Spanish Marine Trade Association (ANEN) recently revealed that boat registrations are on the rise, with a 17.5% increase in 1Q 2015, compared to the same period a year ago. More than 775 boats were newly registered in March 2015 alone. Sales of smaller powerboats, RIB's and charter boats are showing the strongest signs of recovery.

## WHY SPAIN?

Spain's 7,000 km coastline and warm temperate climate combined with ample marina and mooring facilities and a vibrant tourist trade make Spain a desirable boating market.

During the recession, many companies left Spain in pursuit of export opportunities elsewhere. However, boat registrations in the country are on the rise and market data indicates that the industry has grown moderately since the end of 2013.

The NMMA, together with our strategic partners at the U.S. Commercial Service in Madrid, believe it's easier to stay connected to your existing clients in Spain rather than to start anew once the market has fully recovered. The best way to connect with buyers is to engage them and ensure that they know about your company's product line, pricing and competitive advantages.

We have again created a cost-effective opportunity designed to support your efforts in maintaining and nurturing your existing contacts and ensure that your product line and company brand remain front and center in the Spanish market.







## COST TO EXHIBIT IN THE U.S.A. PAVILION

For the second consecutive year, the NMMA is taking the lead on organizing a U.S.A. Pavilion at the Salon Nautico Internacional de Barcelona. The option to exhibit is open to NMMA members and non-members\* alike.

### An exhibition package of \$3,000\* includes:

- 6m2 turn key exhibition space, including information counter, stool, flooring, lighting, signage, catalog listing, shared meeting space, limited refreshments and all applicable taxes and required show insurance.
- No currency exchange rate fluctuations. NMMA bills you in U.S. dollars, ensuring that your exhibition costs remain constant.
- Increased exposure through an aggressive pre-show promotional campaign by the USDOC office in Spain, designed to drive maximum traffic to the U.S.A. Pavilion.
- U.S.A. Pavilion Cocktail Reception, highlight your presence and entertain your clients.
- Pre-show and on-site support from NMMA's Export Development Director and U.S. Department of Commerce staff—to ensure that you take full advantage of every opportunity available to you while at the show. *(Excluding interpretation support)*



### Optional extras:

- Marina Hop site visits to area marinas. Members: \$85; Non-Member: \$125
- Private interpreter: \$200/day approx.
- Independent 9m2 stand. Costs and details provided upon request.

*\*Non-members surcharge of \$500 will apply to each booking.*

**REGISTER BY JULY 31, 2015**

Contact Julie Balzano, *Export Development Director*

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TO LEARN MORE ABOUT THE SHOW, VISIT: [WWW.SALONNAUTICO.COM/EN](http://WWW.SALONNAUTICO.COM/EN)



*“The U.S. Pavilion at the Barcelona Show was well attended by marine professionals from throughout Spain and adjoining countries. It was an efficient way to exhibit and we plan to do so again in 2015.”*

Mike Stenberg, President of Dr. Shrink, Inc., NMMA Member