



JOIN THE 1ST NMMA/USA PAVILION AT THE RIO DE JANEIRO INTERNATIONAL BOAT SHOW

April 25–May 1, 2013, Pier Maua, Rio de Janeiro, Brazil
(plus one-day optional Marina Site Tour: May 2, 2013)



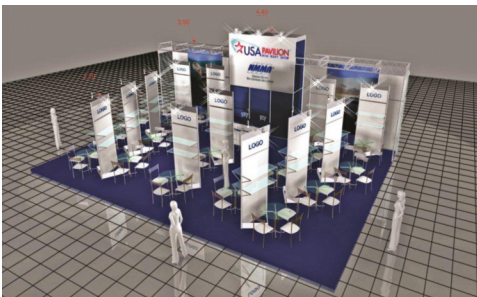
SHOW SNAPSHOT

- 250 boats on display, both indoor and out
- 2011 attendees: 45,000 over the 7-day show
- 130 exhibitors
- Average boat on display: 50'
- Largest boat on display: 110'

Brazil is an important trading partner for the U.S. recreational boating industry. In 2011, nearly \$80 million in boats and engines were exported to Brazil. That figure is projected to be even higher in 2012. ***Despite an increase in import duties, exports to Brazil rose 15%*** during the first half of the year—maintaining Brazil's position as one of the top five export markets for U.S. recreational boats and associated products—larger than Germany, Italy and Spain!

To help U.S. businesses find new customers in this growing marine market, NMMA is taking the lead on hosting the first USA Pavilion at the Rio de Janeiro International Boat Show.

Understanding both the opportunities and challenges businesses face in importing to Brazil is critical to success. NMMA is pleased to offer your business a cost-effective way to engage in in-country market research and establish your presence in this key marketplace.



STAND INFORMATION

The USA Pavilion offers the opportunity to market your brand in Brazil while supporting your individual market research efforts. The pavilion design is focused around a central meeting point—a reception area that will be staffed with a bilingual hostess for the duration of the show—with an open floor plan to foster networking and brand marketing. All exhibitors will share the use of roaming bilingual interpreters. *See reverse for costs and details.*

Each exhibitor will be assigned a backdrop with company logo and shelving to display literature and product samples and will include a table and chairs to conduct meetings.





All-inclusive cost per exhibition stand with ONE company representative. *Limit two representatives per exhibiting company.*
 Exhibit stand cost: **\$3,950** for NMMA members, **\$4,750** for non-members.

Cost per additional company representative (*based on one company stand*): **\$195**

Stand Details:

- Lighted backdrop, measuring 7' high x 3' wide with your company logo
- One 36" round table and 3 chairs. Two shelves for literature and product sample display*
- Stand lighting, carpeting and limited locked storage. Daily stand cleaning
- Use of pavilion's roaming interpreters. Continuous refreshments and snacks
- Pavilion cocktail reception at show, to highlight USA presence
- Invitation to group networking breakfast, morning of show opening
- Daily group transportation to/from the show—*from official NMMA selected hotel*
- Group discounted hotel rates at the JW Marriott in Copacabana. Based on **limited** availability

Optional one-day private site tour: \$195/person for NMMA members, \$255/person for non-members:

Join NMMA for a one-day private site tour to Marina Verolme, a full-service marina located 140km down the coast from Rio de Janeiro with direct access to ideal cruising areas. Owned and operated by BR Marinas, this site is considered one of Brazil's premier marinas with an on-site boatyard, chandlery and restaurant.

**We encourage all exhibitors to hand carry product samples. Shipping is not recommended.*

Space is limited to **just 18 exhibitors** and will be offered on a first-come, first-serve basis.

NMMA members are given priority and preferred pricing.

NMMA reserves the right to select all final exhibitors within the USA Pavilion.



BOOK YOUR SPACE NOW TO SECURE YOUR SPOT!

Registration deadline: February 28, 2013 as space allows.

Contact Julie Balzano, *Export Development Director* to learn more.

Email: jbalsano@nmma.org Tel: 954-441-3234

Sponsorship opportunities available. Inquire for details.

PLEASE NOTE: All U.S. citizens traveling to Brazil require a business visa to enter. Visas can be obtained through the Brazilian Consulate. Please allow up to three weeks for processing. To obtain detailed instructions for visa application or to check on visa requirements for non-U.S. citizens, please visit: www.brazilmiami.org. NMMA will not be responsible for your individual visa requirements but will supply the necessary letter supporting your visa application, once registration is completed.