

**There is
endless freedom.**

**BUDAPEST
BOATSHOW**



27. 02 – 01. 03. 2020



hungexpo

www.boatshow.hu

BUDAPEST BOATSHOW

Budapest Boat Show is Hungary's greatest landlocked harbour, the season-opening grand event of boating and water sports at HUNGEXPO Budapest Congress and Exhibition Center!

The exhibition provides meeting point for boat and boating enthusiasts for the 29th time. On the event the complete Hungarian offering of sailing, motor and electric boats can be visited. Beside the boats themselves all the related equipment, services and even water sport equipment are presented.

WHAT DO WE OFFER:

- Venue for our exhibitors to showcase their products and services to the market and the visitors
- Meeting point for the players of the boating and water sport industry
- Event, where the latest developments and innovations are presented
- Professional day, to provide filtered professional visitors and comfortable access
- Exclusive Exhibition Visit for the partners and VIP guests of the exhibitors



- Support for market with Budapest Boat Show Novelty Competition
- Spectacular boating programs
- New targetgroup interested in boating

BUDAPEST BOAT SHOW 2019

 **10.000**
VISITORS

 **83**
EXHIBITORS

 **116**
SAILING, MOTOR AND ELECTRIC BOAT

VISITORS' BOATS



44%
SAIL BOAT

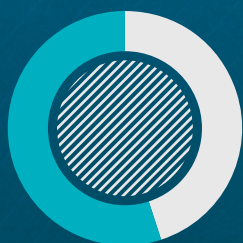
40%
MOTORBOAT

16%
ELECTRIC BOAT

PURCHASES ON THE EVENT

MADE PURCHASE ON THE SPOT, OR PLANS TO PURCHASE LATER **46%**

PLANS TO BUY A BOAT IN THE FUTURE **35%**



AVERAGE TIME SPENT ON THE EVENT
3,6 hours

VISITORS

86% MAN

50% MANAGER OR SELF-EMPLOYED

67% HIGHER EDUCATION

57% LIVING OUTSIDE OF THE CAPITAL

88% ABOVE 30 YEARS

32% BETWEEN 40-49 YEARS

58% OWNS A BOAT

35% RENTS BOATS

VISITORS' SATISFACTION

80% EXHIBITION

83% PROFESSIONAL STANDARD

78% EXHIBITORS PROFILE

78% QUANTITY OF EXHIBITORS

66% PROGRAMS

69% THINKS THE EVENT IS BETTER THAN IN THE LAST YEAR

2020

Main topic: Smaller lakes, smaller boats

We received several feedback on various forums from our visitors, that they would appreciate more smaller boats on the exhibition, so we decided to put a greater emphasis on that in 2020. And smaller lakes are suiting perfectly with smaller boats, since it is one of the goals of Budapest Boat Show to familiarize the waters of Hungary with our visitors. Our Guest of Honour invitation serves the same purpose, but on the stage several lakes will show up beside Velencei tó, the lakes of Fertő, Nyékládháza, Omszk and Orfű are invited. Thanks to the Hungarian Yachting Association the Commission of Small Lakes will be on stage as well according to plans.

Travel exhibition

After a long time, in 2019 Budapest Boat Show was organized together again with Travel exhibition, since the two exhibition is not only connected in several topics, but also strengthen each other. The decision was welcomed by 82% of the 35.000 visitors, therefore in 2020, the two events are awaiting the visitors together again. Travel exhibition is the leading tourism fair of Hungary for 42 years. On the latest edition 300 exhibitors from 30 countries presented themselves to the visitors, who are awaited with numerous co-events, like Caravan Salon, Touristic Job Fair, Blogger Corner, HTCC Africa Expo and Fair and Unwalked Paths Festival.

GUEST OF HONOUR – VELENCEI-TÓ

As the Guest of Honour, Budapest Boat Show welcomes the 3rd biggest lake of Hungary and the warmest natural lake of Europe which is not only a paradise for anglers, swimmers and water sport enthusiasts, but also sailors. The visitors of Lake Velence Watersportschool are welcomed with ports, beaches, camps, a complex service centre, modern restaurant and hotel and a renewed rowing track which hosts outstanding Hungarian and international competitions with such crowning event as the 2019 World Rowing Masters Regatta, which was organized with overwhelming success.

Together with the rowing track reconstruction, the 4 year long complex restoration project of the embankment was not finished, therefore continuously renewed coastlines and ports can be found at the Lake in the near future. Owing to the rehabilitation centre of VVSI at Agárd, disabled people can taste the joy of sailing with the guidance of a Paralympian professional.

TRAVEL EXHIBITION 2019

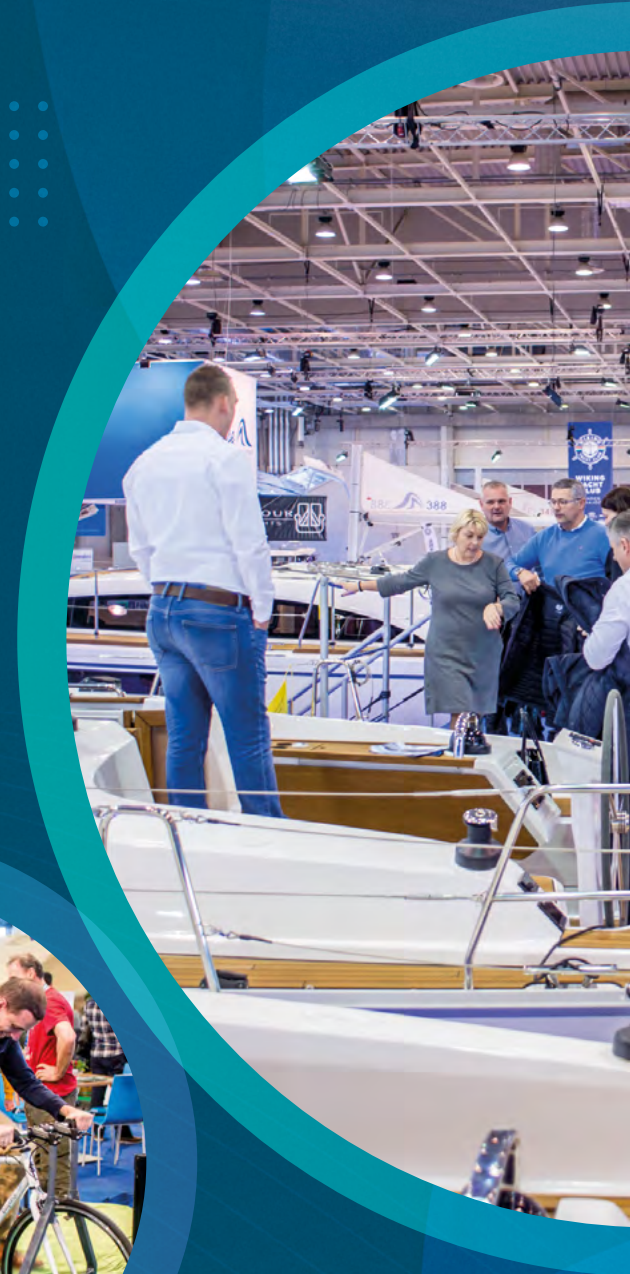


VELENCEI-TÓ



COMMUNICATION

During the communication we put a great emphasis on reaching a new, potential target group who is not connected to boating yet, to deliver a solvent audience to the exhibitors. Meanwhile we keep in touch with the active sailors and previous visitors as well. The media value of Budapest Boat Show 2019 in the professional media, business, economy and lifestyle magazines and several other surfaces was 46,000 EUR, that boosted the visitor numbers by 20%.



PROGRAMS

MEETING POINT

The Budapest Boat Show is more than just an exhibition, during the past few years the event became one of the most important meeting points of the Hungarian boating community, and one of the main reasons for it is the colourful professional and entertaining programs on the stage, the Program Island and the Show Pool. Therefore, during the organization of the event in 2020 we prepare the programs will with special care yet again. In order to provide the widest range of entertainment, the programs include the Olympic preparation, youth education, the 90th anniversary of the Hungarian Yachting Association and the throwback of the 50th Kékszalog competition beside the main topics. And of course, the visitors are awaited with other exciting presentations and talk shows as well.

INNOVATIONS

This will be the 7th time that Budapest Boat Show seeks and supports the latest developments of the boating industry, to showcase them to the audience at one place and time. The Budapest Boat Show Innovation Competition not only aims to aid the communication of the novelties, but to fulfil the demand of the visitors, who arrive to the exhibition primarily to learn the latest developments of the market, according to our survey.



WATER SPORTS AND ACCESSORIES

Beside the boats themselves, everything will be in highlight on Budapest Boat Show that related to boating and water sports, let it be sport equipment, accessories, clothing, port services or charter. The exhibition awaits the visitors, interested in water sports or looking for products or services for their boat, in a separate pavilion.

PARTNERS

STRATEGIC PARTNER:



TRADE PATRON:



VEHICLE PARTNER:





PARTICIPATION FEES

The price list that was not modified in the last two years, is now adjusted to both the latest market tendencies and the exhibitors needs, therefore showcasing bigger boats became proportionally favourable than before with regard to the higher transport costs.

EARLY-BIRD DISCOUNT DEADLINE – 15 OCTOBER 2019

	1 BOAT	2 BOAT	3 BOAT	FURTHER BOATS/PC	DISCOUNTED PRICE
-6 m	1460 EUR	2120 EUR	3050 EUR	440 EUR	15% DISCOUNT
6-8 m	2030 EUR	3010 EUR	3950 EUR	670 EUR	
8-10 m	2890 EUR	4310 EUR	5660 EUR	1080 EUR	
10 m-	3880 EUR	5880 EUR	7750 EUR	1520 EUR	

PAVILION	DISCOUNTED PRICE	NORMAL PRICE
G	71 EUR/sqms	81 EUR/sqms
F	40 EUR/sqms	45 EUR/sqms

Prices do not include VAT, the registration and marketing fee nor the superstructure.

For package, unique or sponsor offers, please contact us or visit the www.boatshow.hu website!



**JOIN TO THE GREAT
SEASON-OPENING
EVENT OF BOATING AND
WATERSPORTS, WE ARE
LOOKING FORWARD TO
YOUR APPLICATION!**

DATE

27 February – 1 March 2020

OPENING HOURS

Thursday-Saturday: 10am to 6 pm
Sunday: 10am to 5pm

HELYSZÍN

HUNGEXPO Budapest Congress and Exhibition Center
G and F pavilions
H-1101 Budapest, Albertirsai út 10.

EARLY-BIRD DEADLINE

15 October 2019

FINAL APPLICATION DEADLINE

31 January 2020

**FURTHER INFORMATION,
APPLICATION**

EXHIBITION DIRECTOR

Ms. Klára TIHANYI

Phone: +36-1/263-6032; +36-30/250-3677

E-mail: tihanyi.klara@hungexpo.hu

SALES MANAGER

Mr. Máté FELDMÁJER

Phone: +36-1/263-6125; +36-30/823-7845

E-mail: feldmajer.mate@hungexpo.hu

Ms. Nóra POPOVICS

Phone: 06-1/263-6103; +36-30/961-1635

E-mail: popovics.nora@hungexpo.hu

MARKETING MANAGER

Mr. Máté KUJALEK

Phone: +36-1/263-6180

E-mail: kujalek.mate@hungexpo.hu

CONTACT US

Address: 1441 Budapest, Pf. 44.

Fax: +36-1/263-6086, 263-6435

E-mail: boatshow@hungexpo.hu

Web: www.boatshow.hu

Facebook: www.facebook.com/budapestboatshow