

3 - 6 May 2018

# LIMASSOL BOAT SHOW

Limassol Marina

Sponsorship categories  
and benefits

[www.limassolboatshow.com](http://www.limassolboatshow.com)



## The largest Boat Show in Cyprus and the Eastern Mediterranean region continues to grow from strength to strength.

3 - 6 May 2018

# LIMASSOL BOAT SHOW

Limassol Marina

**More than 20.000 visitors**

**More than 100 exhibitors**

The annual gathering of industry professionals and prospective buyers will offer thousands of visitors the opportunity to view a wide range of the latest products and services in a unique setting.

Including seminars, presentations of new products, activities on water and demonstrations, the 2018 Limassol Boat Show will host more than 100 exhibitors from Cyprus, Greece, Russia, Great Britain, Israel and Lebanon. Further to last year's success, it is also expected to welcome more than 20.000 visitors.

Limassol Boat Show 2018 will be supported by a broad national advertising campaign, including television and radio spots, press, magazines, web and social media. A press conference will be organised for the media, with press releases available in Greek, English and Russian.

The event will receive world-wide publicity thanks to Limassol Marina's established affiliates and international media that support the event as media sponsors.

With the collective effort of the Organisers, sponsors, supporters and exhibitors, this annual show aims at further expanding its capacity and establishing itself as an International Boat Show in the near future.

**Date:**  
3 - 6 of May 2018

**Location:**  
Limassol Marina  
ΤΡΑΚΑΣΟΛΑ Cultural Centre

**Opening Hours:**  
Thursday 3rd of May 17:00-21:00  
**(Opening Ceremony)**

Friday 4th of May 12:00-21:00  
Saturday 5th of May 12:00-21:00  
Sunday 6th of May 12:00-20:00

All event sponsors will receive a high volume of exposure through the planned advertising campaign, which will cost over €50.000. The exposure will continue throughout the duration of the show, where over 20.000 visitors are expected to walk through the gates of the Limassol Boat Show 2018.

# Platinum Sponsor

## Sponsorship Cost €18.000

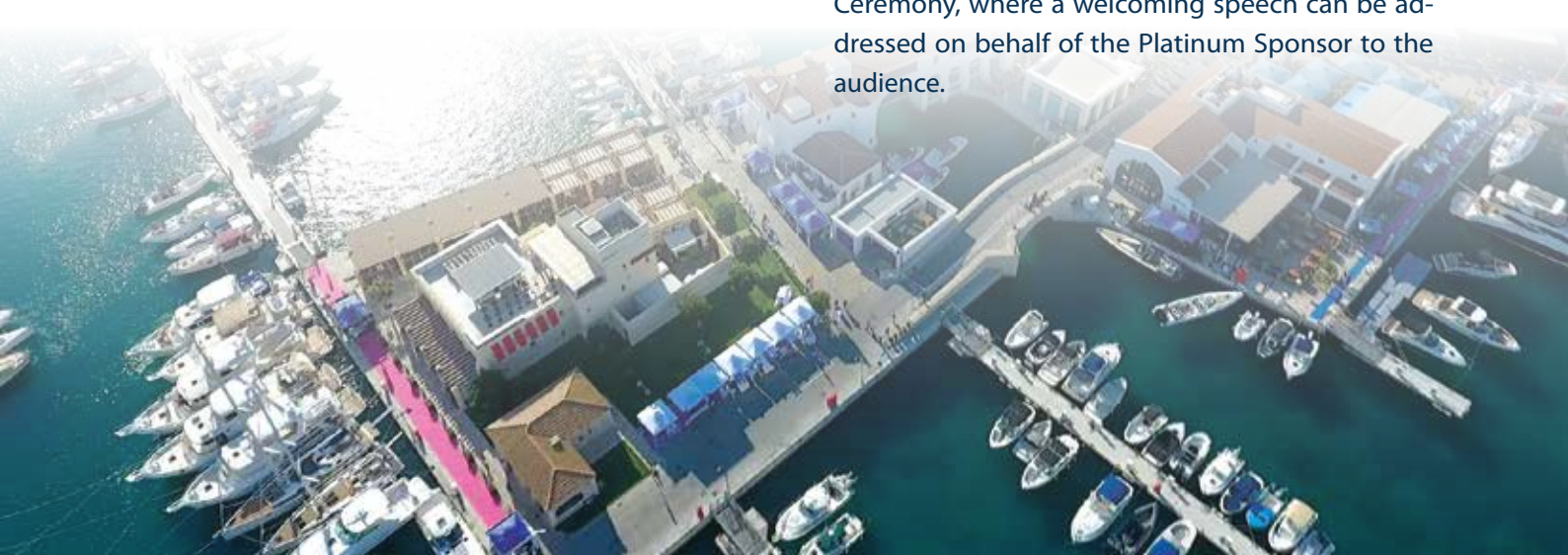
There will be only one (1) Platinum Sponsor

The Platinum Sponsor will have the greatest exposure throughout all types of media, as the Platinum Sponsor name will have prominent position and will receive dynamic presentation in the highest degree over the other sponsorships of the whole campaign.

The Platinum Sponsor will retain the right to renew the sponsorship for the next year's event if they wish.

### **Specifically, the Platinum Sponsor will receive the following:**

- Company logo or product name to be placed in prominent position on all printed material that will be produced for advertising purposes of the Limassol Boat Show 2018.
- The Company's name will be mentioned as the main sponsor of the event in the radio advertising campaign over the national Stations (Greek - Russian - English).
- The Company's name will be mentioned and its logo will appear as the main sponsor of the event in the TV advertising campaign.
- The Company's logo will appear in a prominent position in the printed adverts placed in high circulation Greek - Russian - English newspapers and magazines.
- The Company's name will be mentioned in all Press Releases / interviews / tributes and articles send out for publication to all Media where emphasis will be given on the Platinum sponsor of the Limassol Boat Show 2018.
- A free central stand (cost of the stand €1.000) at the event, to promote its products and/or services. It is also allowed to place banners or flags to the main entrance of the event.
- The Company's name will be mentioned / appear in the social media advertising campaign of the event - Google ads - Facebook - Twitter.
- The Company's logo will appear on the official web page of the event [www.limassolboatshow.com](http://www.limassolboatshow.com) as also at the web page of Limassol Marina, [www.limassol-marina.com](http://www.limassol-marina.com).
- Emails will be sent through the Limassol Marina database.
- The Company logo will appear in a prominent position on billboards placed around Cyprus for a 30 days period.
- Representatives, indicated by the Platinum Sponsor, can attend the Press Conference and the Opening Ceremony, where a welcoming speech can be addressed on behalf of the Platinum Sponsor to the audience.





# Gold Sponsor

## Sponsorship Cost €14.000

There will be only one (1) Gold Sponsor

The Gold Sponsor will also receive high exposure throughout all types of media, as the sponsor's name will accompany the event and will receive dynamic presentation. The Company will be mentioned at the official Press Conference of the event.

### Specifically, the Gold Sponsor will receive the following:

- Company logo or product name to be placed in prominent position on all printed material that will be produced for advertising purposes of the Limassol Boat Show 2018.
- The Company name will be mentioned in all radio advertising campaign over the national Stations (Greek - Russian - English).
- The Company name will be mentioned and will appear in all TV Ads in Cyprus-wide TV stations.
- The Company logo will appear in high circulation Greek - Russian - English newspapers and magazines.
- The Company name will be mentioned in all press releases / interviews / tributes and articles send out for publication to all Media.
- A free central stand (cost of the stand €750) at the event, to promote its products and / or services.
- The Company name will be mentioned / appear in the social media advertising campaign of the event Google ads - Facebook - Twitter.
- The Company logo will appear on the official web page of the event [www.limassolboatshow.com](http://www.limassolboatshow.com) and at the website of Limassol Marina, [www.limassolmarina.com](http://www.limassolmarina.com).
- Emails will be sent through the Limassol Marina database.
- The Company logo will appear on billboards placed around Cyprus for a 30 days period.



# Silver Sponsors

## Sponsorship Cost €7.000

There will be only three (3) Silver Sponsors

There will be three Silver Sponsors for the event and they will receive exposure through all the TV and Print advertisements, as well as by including their logo in all printed advertisements. The Company will be mentioned at the official Press Conference of the event.

### The Silver Sponsors will receive the following:

- Exposure through an advertising campaign in Cyprus-wide TV stations.
- Exposure through advertisements placed in Cyprus-wide Greek, English and Russian publications.
- Promotion through Billboards that will be placed around Cyprus for a 30 days period.
- The Company logo will be included on posters around the event grounds as well as on advertising material throughout Cyprus.
- Exposure through the event's official website **[www.limassolboatshow.com](http://www.limassolboatshow.com)**.
- Promotion through the social media campaign (Google ads - Facebook - Twitter).
- A free stand (cost of the stand €450) at the event.
- The sponsor will have the opportunity to exhibit or distribute its products / materials at its stand.





# Supporters

## Sponsorship Cost €2.000

There will be only six (6) Supporters

There will be six supporters for the event and they will be promoted through TV and printed advertising campaign.

The Company will be mentioned at the official Press Conference of the event.

### The supporters will receive the following:

- Exposure through the advertising campaign in Cyprus-wide TV stations.
- Exposure through advertisements placed in Cyprus-wide Greek, English and Russian publications.
- Promotion through Billboards which will be placed around Cyprus for a 30 days period.
- The Company logo will be included on posters around the event grounds as well as on advertising material throughout Cyprus.
- Exposure through the event's official website **[www.limassolboatshow.com](http://www.limassolboatshow.com)**.
- Promotion through the social media campaign (Google ads - Facebook - Twitter).



# Hospitality Sponsor

## Sponsorship Cost €1.000

There will be only two (2) Hospitality Sponsors

The Hospitality Sponsors will be two (2), one (1) for the VIP Guests and one (1) for the exhibitors and visitors of the Limassol Boat Show 2018.

The Hospitality Sponsor will be presented through the official website of the event. Its details will be sent to all exhibitors via email who will receive also a code concerning special rates for their bookings for specific dates.



# The Official Airline

## Sponsorship Cost €1.000

There will be only one (1) Official Airline Sponsor



The Official Airline will be one and will be displayed through promotional material that will be sent to exhibitors and sponsors as well as through the official website of the exhibition.

The Official Airline logo will be displayed through printed advertisements in newspapers, magazines and in the exhibition area. A booking code will be sent to all exhibitors and sponsors for reduced air tickets which will be valid for certain dates.

# PARTICIPATION FORM

Please complete your details carefully and send via fax or hand to one of our representatives.

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name \_\_\_\_\_ Surname \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

## Invoice Details

Full Business Name \_\_\_\_\_

Invoice Address \_\_\_\_\_  
(if different)

Sponsorship Category \_\_\_\_\_ Amount of Sponsorship \_\_\_\_\_

Requested Area \_\_\_\_\_

Number of booths for rent \_\_\_\_\_

By signing I certify that I have read and accept fully the conditions and my participation in the Limassol Boat Show 2018 which is organised by Dacor Advertising & Media Ltd. All sponsorships and rental booths are prepaid and the deadline for settling the total amount is set as March 30<sup>th</sup>, 2018.

SIGNATURE

\_\_\_\_\_

(On behalf of the organisers)

CUSTOMER SIGNATURE

\_\_\_\_\_

(Company stamp)



# Terms and conditions

1. The Organisers have the right to deny any participation or exhibit without any obligation of justifying their position.
2. Each stand is for the Exhibitor mentioned in the contract. Sublease, 'hospitality', or any 'service' by a third party is prohibited. The Organisers reserve the right to dismiss those who do not comply.
3. Exhibitors are required to provide a detailed list of the exhibits that will be presented at the Limassol Boat Show 2018 by the 30th of March 2018.
4. Exhibitors are required to send their company logo, contact details, logos of exhibits, high-resolution photographs of the exhibits, text with a description of the exhibits in Greek and English, as well as any promotional material for their exhibits by the 30th of March 2018.
5. Last day of submitting the participation form will be considered the 30th of March 2018. From this date onwards, Exhibitors will be allowed to participate at the Limassol Boat Show 2018 only with full payment of the total amount and only upon availability of the remaining spaces.
6. For reasons of equal treatment, stands will be allocated on a first come-first served basis; the confirmation e-mail and advance payment receipt shall serve as a proof of priority. The date of deposit shall be the sole and exclusive evidence of such priority. The aforementioned prices do not include V.A.T.
7. By signing and delivering the Participation Form, each Exhibitor must pay 30% of the value of the stand as a deposit in order to secure the booking of the selected exhibition space.
8. If the deposit is paid by 30th January 2018, a 15% discount off the total fee will be granted. If full payment is then also received by 28th February 2018, a further 5% discount off the total fee will be granted.
9. The last day of payment of the total amount is the 30th of March 2018. Once the due date has passed, the contract is terminated unilaterally and the Exhibitor is excluded from the Exhibition. Consequently, the amount paid shall be forfeited and retained in favour of the Organisers as a compensation.
10. Repayment / settlement is considered to be the payment of the total amount before the 30th of March 2018 via bank transfer to the Organiser's bank account or by signed cheque in the name of the Organiser. In case of post-dated cheques, the latter must be signed no later than the 14th of April 2018 and only if 70% of the total amount has been paid by 30th of March 2018.
11. After signing the contract, the Exhibitor does not have the right to cancel his participation. If for any reason he does not eventually take part in the exhibition, he loses his deposit and any paid amounts, that is the amount he has so far paid, as compensation to the Organisers for non-performance of the contract. In this case, the Organisers consider the stand/space to be free and available to be used as they deem fit.
12. If, after paying the full amount, the Exhibitor or Sponsor changes his mind or cannot participate due to personal reasons or reasons of force majeure and if he has submitted a written notice 30 working days before the exhibition, then 50% of the total amount is returned to the Exhibitor.
13. If the Exhibitor decides not to participate in the Exhibition and does not notify the Organisers in writing 30 working days prior to the exhibition or does not bring his exhibits on time, he/she must pay the full amount of his/her stand/space. If the total amount has been paid, then the Organisers retain this amount as compensation.
14. If the Organisers consider that it is necessary to modify the exhibition space, or to arrange the stands for any reason, they have the right to move any Exhibitor to another place or to move exhibits in such a way that the Exhibition becomes more functional.
15. Exhibitors have the obligation to use the official contractors - manufacturers of the Organisers for the preparation of their stand. Otherwise they must have the written consent of the Organisers. External constructors must comply with the published times and restrictions or will be removed from site – without liability from the organiser for any resulting failure to comply with the other terms of participation. All structures, especially the interior ones, must comply with the safety requirements of the exhibition space.
16. All designs of the stands should be submitted for approval by the Organisers 10 days prior to the Exhibition in order not to change the basic appearance and structure of the space or disturb the other Exhibitors. All constructions and decorations must be completed at least two hours before the official opening of the Exhibition as defined by the Organisers.
17. Exhibitors have the obligation to deliver their stands exactly as they were received. In the event of any damage or loss to the stand structure, Exhibitors shall compensate the Organisers with the value of the damage or loss. It is strictly prohibited to make any modification or to damage in any way, the existing buildings, promenades, cleats, pedestals, or equipment of any other kind, of Limassol Marina.
18. The Exhibitor, as manufacturer or importer of technical machinery, is required to take on all exposed machines, security measures to prevent any risk for the operators of machinery or the visitors. The Organisers have the right to stop the operation of machineries at any time if considered dangerous or disturbing for other Exhibitors. Furthermore, the use of any inflammable material in the Exhibition area shall be prohibited.
19. Advertising outside the exhibitor stands is not permitted. Exhibitors may not distribute promotional material in the corridors, the surrounding areas of the Exhibition and at the entrance.
20. It is forbidden to sell, use and eat food or drinks in the exhibition area without the approval of the Organisers.
21. Exhibitions using audiovisual media will be low in volume so as not to disturb other Exhibitors. Otherwise, the Organisers reserve the right to terminate the participation agreement by removing the Exhibitor from the exhibition area. Shore power supply availability is limited to the phase, amperage and socket numbers provided via the Marina pedestals. Connections must be approved by the Marina, who also reserve the right to turn off power supply if vessel equipment is deemed unsafe. The Organiser cannot be held responsible for any resulting costs or consequences.
22. In the event that the Exhibition does not occur or is interrupted or its character changes from any natural phenomena (earthquake, flood, war, fire or any other reason not due to the Organiser's actions), it is agreed that Exhibitors have no claim in respect of any compensation or refund by the Organisers.
23. The Opening ceremony, the hours and days of the exhibition are determined by the Organisers who reserve the right to make any changes.
24. It is prohibited to move any exhibits from the Exhibition area before the end of the Limassol Boat Show 2018.
25. The arrival and departure of Exhibitors and exhibits at the Limassol Boat Show 2018 area will be determined by the Organisers. Exhibitors must strictly follow the time schedule for the arrival and departure of exhibits in the area, especially the companies that will carry boats. The exhibitor/vessel may not be allowed to participate. The Organisers shall not bear any liability for resulting costs.
26. All companies that will bring boats to the exhibition area have to declare in advance to the Organisers the number and size of the boats they will carry. Berth sizes are restricted in both length and width, over-sized vessels cannot be accommodated without prior approval from the organiser and only where Limassol Marina confirms that it is safe to do-so.
27. The cost of moving the exhibits to and from the exhibition area, as well as the decoration of the stand, will be borne by the Exhibitor, who is not entitled to request a reduction/discount in the cost of the stand.
28. Any alteration, removal or addition of materials must be made with the consent of the Organisers, who retain the right, at their discretion, to remove or relocate facilities that disturb other Exhibitors or Visitors.
29. In addition to the standard Marina Security provision, the Organisers undertake to provide event-specific Security provision for the exhibition site during the show. Exhibition areas will be patrolled 24hr per day and crowd control and traffic control management will be in effect. It is the sole responsibility of exhibitors to ensure the security and surveillance of their own exhibition space, equipment and belongings. Anything left on-site is done so at the sole risk of the owner. Notwithstanding the Security services provided, The Organiser and Limassol Marina may not be held liable for the disappearance of objects from the exhibition spaces.
30. Damage, losses, disasters (from fires, natural phenomena, explosions, water or other causes) and generally any damage to persons, plant, machinery and merchandise cannot be attributed to the Organisers. The Organisers are not liable for compensation and have only the usual obligations of the lessor, i.e. they are not the depositaries of the persons admitted to the rented premises.
31. Exhibits and decoration materials that are not moved away from the exhibition area by the end of it, will be removed and stored by the Organisers at the expense of the Exhibitors.
32. Sponsors are entitled to exclusive sponsorship on conditions. In this case, the First-come-First served rule will also apply. That is, if a sponsor has already made a prepayment, the exclusivity for other sponsors ceases to apply. If a sponsor applies for exclusivity, the deposit is paid immediately and the deadline for settling the total amount is the 30th of March 2018, as set in these terms.
33. Exhibitor's parking passes will be allocated according to the exhibitor's rental space.

## Responsibilities and benefits of the organising company

The organising company, Dacor Advertising and Media Ltd, undertakes to provide services to the participants which are included in the charges.

- Electricity and generator in case of power failure.
- Cleaning of the area before, during and after the exhibition.
- Electrician and carpenter for damages / disasters (only for stands manufactured by the Organisers).
- 24-hour security and surveillance of exhibition area.
- Audio installation for announcements.
- Reduced prices for drinks and meals at nearby restaurants.

I have read and I accept all the terms mentioned above for the organization of the Limassol Boat Show 2018 by Dacor Advertising and Media Ltd.

On behalf of the Organisers

On behalf of the Sponsor