

18-21 May 2023

# LIMASSOL BOAT SHOW

Limassol Marina

Sponsorship categories  
and benefits

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



# The Eastern Mediterranean's largest boat show

**More than 35.000 visitors**

**More than 120 exhibitors**

The annual gathering of industry professionals and prospective buyers will offer to 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, Limassol Boat Show 2023 will host more than 120 exhibitors from Cyprus, Greece, Great Britain, Israel, Lebanon, Italy and Sweden. Further to the last years' success, it is also expected to welcome more than 35.000 visitors.

Limassol Boat Show 2023 will be supported by a broad national and international 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, Russian and Arabic.

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 continuing to establish itself as the major international Boat Show in the East Mediterranean region.

**Date:** 18 - 21 of May 2023

**Location:** Limassol Marina

**Opening Hours:**

Thursday	18 <sup>th</sup> of May	17:00-21:00
<b>(Opening Ceremony)</b>		
Friday	19 <sup>th</sup> of May	17:00-21:00
Saturday	20 <sup>th</sup> of May	12:00-20:00
Sunday	21 <sup>th</sup> of May	12:00-20:00







All event sponsors will receive a high level of exposure through the planned advertising campaign, which will cost over €100.000. The exposure will continue throughout the duration of the show, where over 35.000 visitors are expected to walk through the gates of the Limassol Boat Show 2023.

# Platinum Sponsor

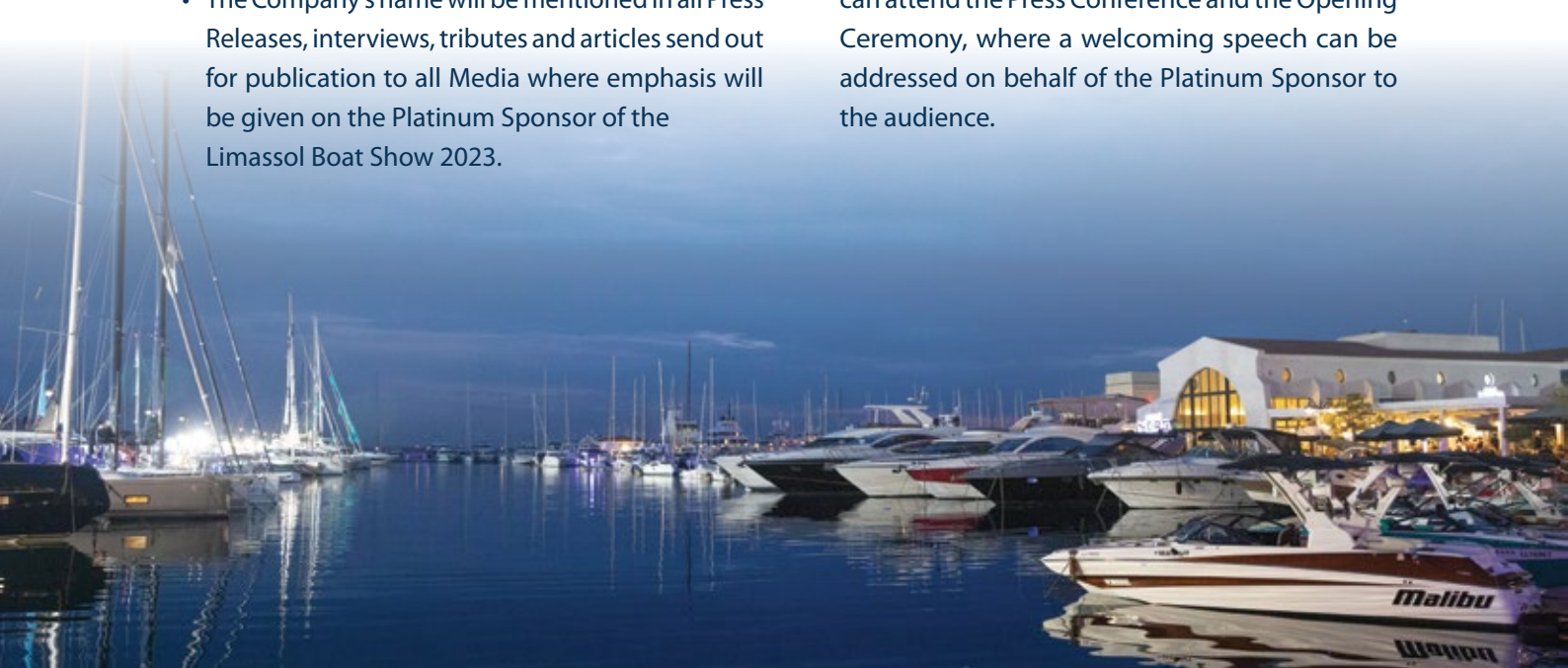
## Sponsorship cost €18.000

There will be only one (1) Platinum Sponsor

The Platinum Sponsor will have the greatest exposure in all types of media, as the Platinum Sponsor name will have prominent position and dynamic presentation throughout 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 2023.
- 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 name will be mentioned as the main sponsor of the event in the radio advertising campaign over the National Stations (Greek - English - Russian).
- The Company's logo will appear in a prominent position in the printed adverts placed in high circulation Greek - English - Russian newspapers and magazines.
- The Company's name will be mentioned in all Press Releases, interviews, tributes and articles sent out for publication to all Media where emphasis will be given on the Platinum Sponsor of the Limassol Boat Show 2023.
- A free central stand type B, 4,3m x 3m at the event, to promote its products and/or services.  
It is also allowed to place banners or flags to the main entrances of the event.
- The Company's name will be mentioned / appear in the social media advertising campaign of the event - Google ads / Facebook / Instagram.
- The Company's logo will appear on the official web page of the event [www.limassolboatshow.com](http://www.limassolboatshow.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 2023.
- The Company name and logo will be mentioned and will appear in all TV Ads in Cyprus-wide TV stations.
- The Company name will be mentioned in all radio advertising campaign over the National Stations (Greek - English - Russian).
- The Company logo will appear in high circulation Greek - English - Russian 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 type B, 3m x 3m 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 / Instagram.
- The Company logo will appear on the official web page of the event [www.limassolboatshow.com](http://www.limassolboatshow.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 (3) 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 / Instagram.
- A free stand type B, 3m x 3m at the event.
- The Silver Sponsors will have the opportunity to exhibit or distribute its products at its stand.



# Supporters

Sponsorship cost €3.000

There will be only six (6) Supporters

There will be six (6) 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 / Instagram.





18-21 May 2023

# LIMASSOL BOAT SHOW

Limassol Marina

Special sponsorships



At the Limassol Boat Show 2023 there will be special sponsorships for both the general event and the individual events during the show.

## **Sponsor VIP CAFÉ LOUNGE Yachting area**

€7.000

In the heliport space in the yachting area will operate a Café Lounge for the convenience of exhibitors and visitors.

The Sponsor of the space is free to promote and advertise its products/services in this particular area during the exhibition. The space will bear the name of the Sponsor Café-Lounge XXXXX and will be displayed on the official map as well as in all electronic and printed media with this name.

At the same time, the Sponsor will be entitled to an exhibition stand in the area of 4.30 x 3 meters. In case the Sponsor represents a food and beverage company, its products will be available for sale on the premises if it wishes.



## Official Car Yachting area

€7.000

The Official Car has the possibility to place up to four (4) cars near the Café Lounge area, one (1) car at the central square of Limassol Marina and two (2) cars at the west entrance of the exhibition Area AS (Slipway).

At the same time the Official Car Sponsor in the yachting area has the possibility to create a 3X3 stand near its exhibits.





## Opening Ceremony Sponsor

€4.000

The Opening Ceremony Sponsor is only one (1) and has the discretion to display and promote its products and/or services by placing promotional material at the Opening Ceremony area and reception.

During the Opening Ceremony there will be coverage by Pancyprian TV channels while photographic material and Press Releases will be sent to all media. All invitations sent for the opening ceremony to the Limassol Protocol and official guests, will bear the logo of the Opening Sponsor.



## Party Sponsor

€4.000

On Sunday 21<sup>st</sup> of May, at 20:00, a party will be held at Limassol Marina to honor the exhibitors and the sponsors of the event. The place of the party will be announced.

The Party Sponsor is entitled to decorate the venue where the event will take place, always in consultation with the Organisers. At the same time, the invitations that will be sent to the guests will bear the Sponsor's logo and there will be a Photo Booth or Photo Wall where all photos will bear the Sponsor's logo.





## Hospitality Sponsor

€3.000

- The Hospitality Sponsors will be one (1) and it 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 Hospitality Sponsors will be promoted with the placement of their logo throughout all advertising material that will be employed for the promotion of the exhibition.



## The Official Airline

€3.000

- The Official Airline will be one (1) 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 throughout the advertising campaign of the exhibition.



## Official Drink

€3.000

- The Sponsor 'Official Drink' will have the opportunity to place promotional material in the exhibition area where permitted and after consultation with the Organisers.

At the same time, the Sponsor 'Official Drink' will be entitled to set up a 3X3 meters stand in the area D Boat Area - Café Lounge where it will be entitled to sell products for consumption.



## Official Coffee

€3.000

- The Sponsor 'Official Coffee' will have the opportunity to place promotional material in the exhibition area where permitted and after consultation with the Organisers.

The Sponsor 'Official Coffee' shall have the ability to operate a unit for the sale of coffee in the area D boat area - Café Lounge where it is entitled to sell products for consumption.





## Motion Sponsor Marina Buggies

€3.000

During the exhibition, three (3) Buggies will be used within Limassol Marina for the transportation of visitors and exhibitors to the various exhibition areas.

The logo of the Motion Sponsor will be prominently displayed on all vehicles.



## Sponsor of Welcome Bags

€3.000

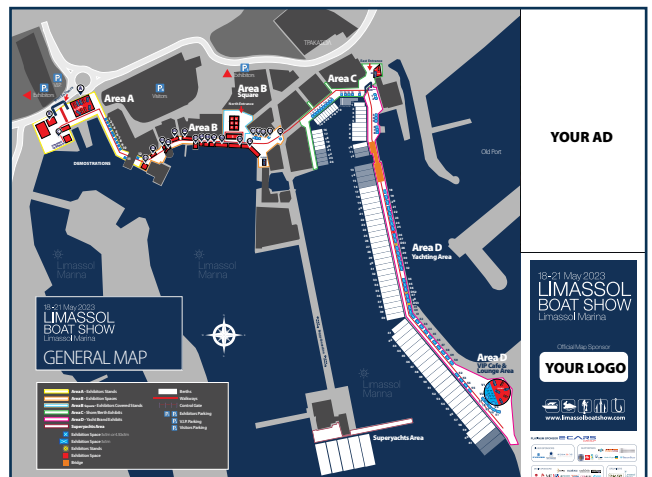
The logo of the Sponsor will be printed on all welcome bags that will be given for free to all visitors of Limassol Boat Show 2023 at the three information points. More than 5.000 welcome bags will be given during Limassol Boat Show 2023.



## Map Sponsor

€3.000

The Map Sponsor logo will be prominently displayed on all maps which will be printed and given to visitors at the information points. In addition, the Map Sponsor's logo will be placed on all signage which will be located at Limassol Marina during the exhibition.



## Wristbands Sponsor

€5.000

The Wristbands Sponsor logo will be on all wristbands worn by all visitors in the Area D (Yachting Area).

The estimated attendance of visitors to Area D is estimated at over 15,000.





# PARTICIPATION FORM

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

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

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

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

Address \_\_\_\_\_

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

Email \_\_\_\_\_ Website \_\_\_\_\_

## Invoice Details

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

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

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

Exhibits (Brands) \_\_\_\_\_

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

Number of stands for rent \_\_\_\_\_

## Request beyond the standard equipment

Standard equipment includes a 13A socket and a lamp. Please refer additional needs.

☐ Extra socket for more than 2 electrical appliances

☐ Three phase electricity ..... ☐ Extra lamps and lighting .....

By signing, I hereby declare that I have read and fully accept the conditions for my participation at the Limassol Boat Show 2023 which is organised by Dacor Advertising and Media Ltd. All sponsorships and participation costs are prepaid and the deadline for settling the total amount is the 18<sup>th</sup> of April 2023 as set per Terms and Conditions.

☐ I accept to receive advertising material and newsletters from Dacor Advertising and Media Ltd.

☐ I accept to be photographed and videotaped during the exhibition and this material to be used for the promotion of Limassol Boat Show.

ORGANISER'S SIGNATURE

\_\_\_\_\_

CUSTOMER'S SIGNATURE

\_\_\_\_\_

(Company stamp)

## Organiser's contact details:

**Dacor Advertising and Media Ltd., 5 Apostolou Varnava Str., 3065, Limassol, Cyprus**

Tel.: +357 25 577 750 / +357 96 440 761 | Fax: +357 25 577 760 | E-mail: info@dacor.com.cy | www.dacor.com.cy

# Terms and Conditions

1. Each participation is for the Exhibitor/Sponsor 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.
2. For reasons of equal treatment, participations packages will be allocated on a first come-first served basis; the confirmation email and advance payment receipt shall serve as proof of priority. The date of deposit shall be the sole and exclusive evidence of such priority.
3. The Organisers have the right to deny any participation or exhibit without any obligation of justifying their position.
4. Last day of submitting the Participation Form will be considered April the 18<sup>th</sup>, 2023. From this date onwards, Exhibitors will be allowed to participate at the Limassol Boat Show 2023 only with full payment of the total amount within five (5) business days and only upon availability of the remaining spaces.
5. By signing and delivering the Participation Form, each Exhibitor/Sponsor must pay 30% of the value of the participation as a down payment.
6. Repayment/settlement is considered to be the payment of the total amount before April the 18<sup>th</sup>, 2023 via bank transfer to the Organiser's bank account or by signed cheques in the name of the Organisers. In case of post-dated checks, the latter must be signed no later than 10<sup>th</sup> of April 2023 and only if 70% of the total amount has been paid by 18<sup>th</sup> of April 2023.
7. If, after paying the full amount, the Exhibitor can not, or chooses not to participate, or cannot participate due to force majeure, so long as 30 business days' notice (prior to the event) has been provided in writing, 50% of the total amount paid will be returned to the Exhibitor.  
If the Exhibitor decides not to participate in the exhibition and does not notify the Organisers with a written notice 30 business days prior to the exhibition or does not bring his exhibits on time, he / she must pay the full amount of his / her participation. If the total amount has been paid, then the Organisers will retain this amount as compensation.
8. If, after paying the full amount, the Sponsor cannot, or chooses not to participate, or cannot participate due to force majeure, so long as 60 business days' notice (prior to the event) has been provided in writing, 50% of the total amount paid will be returned to the Sponsor.  
If the Sponsor decides not to participate in the exhibition and does not notify the Organisers with a written notice 60 business days prior to the exhibition or does not bring his exhibits on time, he / she must pay the full amount of his / her participation. If the total amount has been paid, then the Organisers will retain this amount as compensation.
9. In case that an Exhibitor, after signing the participation form and accepting the Terms & Conditions of the exhibition, independently of the terms 5-8, does not attend the event and does not inform the Organisers with a written notice 30 business days before the event, then the Exhibitor has to pay the total amount of participation as compensation.
10. In case that a Sponsor, after signing the participation form and accepting the Terms & Conditions of the exhibition, independently of the terms 5-8, does not attend the event and does not inform the Organisers with a written notice 60 business days before the event, then the Sponsor has to pay the total amount of participation as compensation.
11. The Organisers reserve the right to move, modify or re-arrange the exhibition spaces, Exhibitor/Sponsor stands and any other equipment or furniture at its discretion, in the interests of health & safety, security or for the general improvement of the event.
12. Only the official contractors of the event are permitted to enter the venue premises to conduct work to construct stands or install equipment of any kind, unless authorised in writing by the Organisers. Unauthorised contractors will not be granted access to the venue. All structures must comply with the safety requirements of the event Health & Safety plan and the Organisers reserve the right to request the removal, or to remove, any structure or item that does not comply.
13. All exhibition stand designs and constructions must be submitted to the Organisers for approval no later than seven (7) business days prior to the start of the exhibition. The Organisers reserve the right to approve any exhibit design at its discretion, in order to maintain the intended appearance and structure of the exhibition space, prevent disturbance to other exhibitors or other visitors to the event and to comply with term 11 of this agreement.
14. If approval for use of a non-official contractor is granted by the Organisers, they must have submitted the following documents to the Organisers ten (10) business days prior the event:
  - a. Employer's liability insurance.
  - b. 3<sup>rd</sup> Party Public Liability Insurance.
  - c. Company risk assessments or work-specific risk assessments.
  - d. Safe working method statements describing the work to be conducted (health & safety procedures).
15. Constructions or exhibits which, at the discretion of the Organisers, do not meet the security measures required, will be either removed or placed elsewhere by the Organisers, with the cost paid by the Exhibitor/Sponsor to which the exhibits belong.
16. Organisers can offer upon additional charge, the construction of special stands or the rental of equipment such as carpets, TVs, stands, desks, shades and many more. (relevant pricelist available)
17. Exhibitor/Sponsor have the obligation to deliver their stands exactly as they were received. In the event of any damage or loss to the stand structure, Exhibitor/Sponsor shall compensate the Organisers with the value of the damage or loss. Any interfer-

ence, modification or destruction of the property of Limassol Marina is prohibited.

18. The use of proprietary/private equipment and machinery by exhibitors can only be done after approval by the Organisers.
19. The Exhibitor/Sponsor, 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 it is assumed dangerous or disturbing for other participants. Also any kind of flammable material shall not be used at the stands.
20. Advertising outside the Exhibitor stands is not permitted. Exhibitor may not distribute promotional material in the corridors, the surrounding areas of the exhibition and at the entrance.
21. It is forbidden to sell, use and eat food or drinks in the exhibition area without the approval of the Organisers.
22. Exhibitors/Sponsors must use audiovisual media in low volume so as not to disturb other participants. Otherwise, the Organisers reserve the right to terminate the participation agreement by removing the Exhibitor/Sponsor from the exhibition area.
23. Exhibitors/Sponsors are required to use the power provided by the Organisers. Any devices that do not meet the intended load (13 amperes) or dangerous power connections will be removed by the Organisers. Upon contact and consultation with the Organisers, Exhibitors/Sponsors may acquire a higher charge of electricity, subject to additional charges.
24. 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 Organisers' actions), it is agreed that Exhibitors/Sponsors have no claim in respect of any compensation or refund from the Organisers.
25. The Opening Ceremony, the hours and days of the exhibition are determined by the Organisers who reserve the right to make any changes.
26. It is prohibited to move any exhibits from the exhibition area before the 21<sup>st</sup> of May at 20:00, the end of the Limassol Boat Show 2023. The arrival, assembly and disassembly of the exhibition spaces will take place upon instructions from the Organisers and should be strictly followed by all participants.
27. The time schedule for venue and exhibit access, set-up, break-down, deliveries, boat arrivals and departures – both before and after the event, shall be set by the Organisers and must be followed strictly and without exception by Exhibitors/Sponsors and contractors accordingly. If an allocated boat arrival or departure time is missed, the Organisers will endeavour to set an alternative if feasible. All exhibits set up and decoration must be complete at least two (2) hours prior to the Official Opening of the exhibition. The Organisers will not be held responsible for any losses or costs associated with failure to comply with the exhibition set-up and breakdown schedule as published or amended.
28. No boats may leave the exhibition berths during

the event dates unless for emergency reasons.

29. Exhibitors that will be displaying boats, afloat or ashore, must declare the size and type within their exhibition plan submitted to the Organisers as per the published deadline (paragraph 42). Changes to the declared exhibit boat plan must be approved in writing by the Organisers. The dimensions of the boat must be compatible with the size of berth included within the exhibitor's exhibition space. The Organisers reserves the right to approve or deny any deviation from the berth dimensions in accordance with the limitations of the rented exhibition space and with the safety requirements of boat mooring as defined by Limassol Marina.
30. The cost is calculated by the number of berths occupied by each exhibitor and berths are subject to maximum size restrictions.
31. Oversize boats can be accommodated to exhibit elsewhere upon consultation with the Organisers.
32. Only official dealers or sub-dealers of the vessel on display can be accommodated to exhibit in Area D.
33. Companies that are not official dealers and they are exhibiting used boats may be accommodated in Area C.
34. Private/Corporate/Sponsor events may only take place on exhibiting boats and only upon approval from the Organisers.
35. Chartering boats may be hosted in indicated area that the Organisers will assign.
36. 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/Sponsor, who is not entitled to request a reduction/discount in the cost of the stand.
37. Any alteration, removal or addition of materials must be with the consent of the Organisers, who retain the right, at their discretion, to remove or relocate facilities that disturb other participants or visitors.
38. In addition to the established security provided by Limassol Marina, the Organisers undertake to provide special security for the exhibition area during the exhibition. Exhibition areas will be patrolled 24 hours a day and there will be crowd and traffic control. It is the exclusive responsibility of Exhibitors/Sponsors to ensure the safety and supervision of their own exhibition space, equipment and objects. Anything that is abandoned at the site is at the sole responsibility of the owner. In addition to the security services provided, the Organisers and Limassol Marina are not responsible for the loss of items from the exhibition stands.
39. The Organisers and Limassol Marina do not undertake any exhibits insurance. Exhibitors/Sponsors should be covered by their own insurance policies against any risk.
40. 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 or Limassol Marina. The Organisers and Limassol Marina 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.
41. Exhibits, decoration materials, equipment or waste materials that have not been removed by the end of the designated break-down period, shall be removed and stored or disposed of at the sole expense of the Exhibitor/Sponsor.
  42. Exhibitors/Sponsors are required to submit all of the requested information concerning stand design, construction, equipment required and boats or machinery to be displayed (whether afloat or ashore), to the Organisers by 18<sup>th</sup> April 2023.
  43. Exhibitors/Sponsors 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 language, as well as any promotional material for their exhibits until April the 1<sup>st</sup>, 2023.
  44. Parking permits will be allocated to Exhibitors according to each Exhibitor's rental space. Parking is only permitted in the designated exhibitor parking zones. Access to designated drop off and pick-up zones during set-up and break-down is only permitted during the allocated time slots and cars must NOT access any event areas or restrict access points or roadways at any other times.
  45. For the participation to be approved, Exhibitor/Sponsor have to accept and sign the Participation Form as well as the Terms and Conditions of Limassol Boat Show 2023 and pay 30% of the value of the stand as a down payment.
  46. The VAT is not included in the prices mentioned.
  47. Exhibitors in outdoor areas must plan for the possibility of bad weather and take precautions to protect materials and equipment. Organisers are not responsible for damage, exhibitors may be charged for damage.
  48. Access to stands by car and by contractors will not be permitted during the show.
  49. Stands must be open, manned and operating during all show hours, penalties/consequences must apply if not.
  50. Strict timing for access to stands pre and post boat show for set up and dismantling will be provided, access will not be provided outside of these hours.
  51. All forklifts, cranes or any other machinery may only be booked via the organisers. Unknown machines will not be granted access.
  52. Boats may not leave before the end of the boat show.

**The Organisers will follow a strict first come first served policy. Unofficial participation form is accepted when is delivered in any way signed and escorted with a 30% deposit.**

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 (Applies to the stands that Organisers manufacture).
- 24-hour security and space surveillance for the stands that Organisers manufacture.
- 24-hour security and space surveillance during the exhibition.
- Audio installation for announcements.
- Reduced prices for meals and drinks from local restaurants.

I have read and I accept all the terms mentioned above for the organisation of Limassol Boat Show 2023 by Dacor Advertising and Media Ltd.

On behalf of the Organisers

Company .....

Title .....

Signature .....

Stamp

On behalf of the Exhibitor

Company .....

Title .....

Signature .....

Stamp



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Limassol Marina

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