

SUPERYACHT PAVILION

Incorporated by:

MARINE EQUIPMENT TRADE SHOW

METS

2010

16-18 | NOV | AMSTERDAM | NL



The central platform for the worldwide superyacht industry at METS2010



Join the market leaders and innovators!

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EXHIBITOR BROCHURE

THE SUPERYACHT PAVILION AT METS 2010

GETTING DOWN TO BUSINESS

The SuperYacht Pavilion (SYP) is the only truly international business-to-business exhibition for companies providing products and services for the large luxury yacht industry. Set within the environment of METS – the world's number one marine equipment trade show – the SYP has its own independent identity and unique location in Hall 10 of Amsterdam RAI.

The superyacht experience at METS is designed to cater to all areas of superyacht operation in a comfortable, stylish and professional atmosphere. Over 115 exhibitors assembled in the SYP in 2009 and in excess of 350 delegates attended the associated three-day Global Superyacht Forum (GSF) organised by the Yacht Report Group. Networking at social highlights like the Global Superyacht Party is second-to-none. If you're serious about selling to the superyacht sector, the serious buyers are out in force!

The SYP is the only part of METS where service providers, in addition to equipment manufacturers or their authorised distributors, are allowed to exhibit. This was reflected in last year's newly introduced Repair and Refit Boulevard – now a successful and popular bonus feature.

What's the SuperYacht Pavilion?

The world's leading business-to-business superyacht platform for equipment and service suppliers.

The SYP and GSF together?

The world's leading business-to-business superyacht event.

The SYP is 'big' business...

Don't miss your opportunity to:

- Promote your products and services to buyers and decision-makers
- Network with superyacht professionals
- Take advantage of the best launch pad for your new products and concepts

And the rewards are huge...

Be part of the superyacht set:

- Meet high profile visitors from around the world
- Network with GSF delegates
- Enjoy stylish, comfortable surroundings
- Take advantage of the synergy with METS

The Global Superyacht Forum 2010

The Global Superyacht Forum (GSF) is the superyacht sector's leading conference and the largest gathering of key players and important decision makers in the industry. Attendees improve their knowledge, meet industry contemporaries and enhance their understanding of all aspects of superyacht ownership, business, technology, design and operations. Now in its 16th year, the GSF is organised and presented by The Yacht Report Group in association with Amsterdam RAI. To find out more about the GSF 2010, visit www.superyachtevents.com/gsf



Who visits SYP?

The SuperYacht Pavilion is of interest to superyacht captains, designers, builders, project managers, brokers and owners and the many of the thousands of professionals who visit METS every year. On top of that SYP is well attended by all the speakers and delegates who take part in the associated Global Superyacht Forum (GSF). The Pavilion and GSF in tandem offer a varied and appropriate display of products, a vibrant conference programme and networking galore.

JOIN THE MARKET LEADERS AND INNOVATORS



About METS

As the world's biggest marine equipment trade show, METS attracts over 1,200 exhibitors and around 18,000 visitors from 90 different countries. It's truly international and strictly trade only. METS offers a global gallery of proven and new products and is the number one place to get a comprehensive market overview and expand your network.

METS highlights

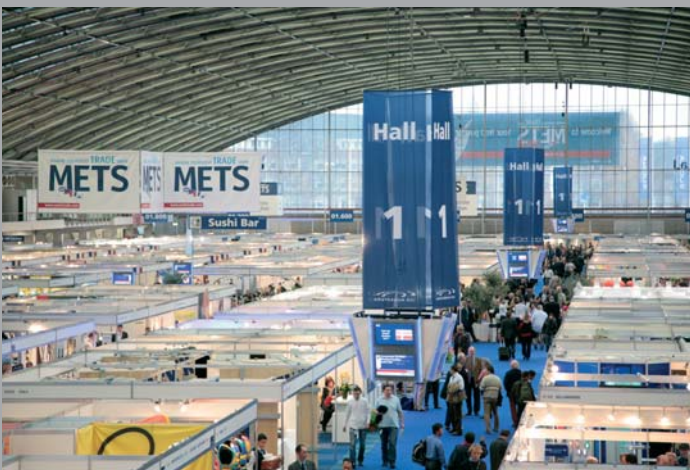
- 18,485 visitors from 86 countries in 2008
- Over 1,250 exhibitors from 38 countries in 2009
- 15 national pavilions
- Specialist Marina and Composite Pavilions
- DAME – Design Award METS
- Global Superyacht Forum
- Global Superyacht Party
- Hiswa Yacht Symposium
- ConnectFest
- Industry Breakfast Briefing
- Exhibitor Happy Hour
- Vibrant networking events, trade receptions and parties
- Strictly professional – strictly trade-only
- All year round promotion via metstrade.com

The DAME turns 20!

2010 is the 20th anniversary of the DAME (Design Award METS), the most prestigious award for product innovation in the world. Over the past two decades, several thousand of the most interesting and innovative marine products have been scrutinised by the DAME jury, an independent panel of industry experts. All products submitted have been on display at METS/SYP and many were launched at the show. Winning the DAME has brought companies a host of sales and marketing benefits, and devising and sponsoring the DAME has, in turn, ensured that METS/SYP has become the leading platform for new product launches.

The DAME Awards are presented at the Breakfast Briefing, an annual attraction held for exhibitors and other special guests before show opening time on the first morning of METS/SYP. In addition to the awards ceremony, an industry expert gives a special keynote address. Guest speakers have included Mr. Paolo Benetti, CEO of Azimut and Mr. Michael Schmidt, CEO of Hanse Yachts.





Sponsored transport

Amsterdam RAI, the Dutch national railway company (NS) and the Amsterdam public transport company (GVB) have joined forces to offer visitors cheaper public transport to METS/SYP. Reduced tariffs are offered for journeys to and from every station in the Netherlands and for night buses, metro and trams in Amsterdam. The initiative is a great extra service for SYP attendees and is good for the environment too!

Amsterdam

The bright and bustling city of Amsterdam is just 10 minutes away from the Amsterdam RAI by public transport. The city offers many cultural sights and dining options. Don't miss 'The Masterpieces' at the Rijksmuseum – a special highlight exhibition of the Golden Age.



Meet the press

Members of the international trade and general boating press are out in force during METS/SYP looking to scoop stories on the latest innovations and give luable extra publicity. Get your news ready!

metstrade.com

The premier package

As an exhibitor in the SYP, you benefit from an all inclusive package that not only includes an impressive stand but also boosts your marketing profile.



Included in the package:

- Administration fee
- Catering package
- Rental of stand space, stand construction and equipment
- Mention in the exhibitor list on metstrade.com
- 'Company Presentation' for 1 year on metstrade.com
- Mention in the METS/SYP 2010 catalogue
- Mention in the Superyacht Route Guide
- 300 invitation cards
- Free WiFi access
- Free access to the exclusive Global Superyacht Party, hosted by METS and The Yacht Report

Application criteria

You can only exhibit in the SuperYacht Pavilion if you meet strict criteria. All applications are judged by the entry committee. Space is available to companies that:

- manufacture (or are authorised to distribute) equipment, materials and/or systems for vessels above 24m in length
- supply services that are unmistakably aimed at the superyacht sector and fall within the following categories: repair/refit; crew management; bunkering/fuelling; yacht transport; and yacht provisioning

EARLY BIRD DISCOUNTS

If you book your stand before 1 March 2010 you qualify for a discount. Don't delay – please check out the application procedure on metstrade.com. Package deals are also available to assist with hotel and flight reservations. Boost your profile even more with a special 'sponsor package'. Details on metstrade.com

Amsterdam RAI – experienced organisers, great venue!

RAI Exhibitions is part of Amsterdam RAI and specialises in the organisation of national and international consumer and trade fairs.

RAI Exhibitions stages approximately 25 fairs a year in the following



categories: professional cleaning; water technology; traffic technology; maritime; automotive; lifestyle; graphic & IT technology; art; food; and government services. Amsterdam RAI is the largest

exhibition and convention centre in the Netherlands. The venue offers 12 multi-function exhibition halls (87,000 m²) and 22 congress rooms. Only 15 minutes away from Schiphol International Airport and featuring its own train station, Amsterdam RAI benefits from excellent accessibility. The RAI is surrounded by good hotels, restaurants and bars, while the city centre with its attractive canals, pavement cafés, tourist attractions and entertainment facilities is just ten minutes away by public transport. Our aim is to offer both visitors and exhibitors an inspiring experience!

METS 2010 inc. SuperYacht Pavilion is organised by Amsterdam RAI under auspices of the International Council of Marine Industry Associations (ICOMIA). METS is a member of the International Federation of Boat Show Organisers (IFBSO).

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Project Team METS/SYP pictured from left to right: Maaïke Bijsterveld, Karla de Vos, Annelie Koomen, Denise Essenburg, Patricia Roodenrijs, Irene Dros and Sarah Westdijk.