

An aerial photograph of Sanctuary Cove, a luxury residential and marina development. The image shows a large marina filled with numerous yachts and boats, surrounded by modern houses, golf courses, and lush greenery. The water is a deep blue, and the sky is clear.

SANCTUARY COVE
INTERNATIONAL
BOAT SHOW®
23-26 MAY 2024

EXHIBITOR GUIDE



JOIN THE CAST AND CREW

Join one of the southern hemisphere's premier marine and luxury lifestyle events, the **Sanctuary Cove International Boat show (SCIBS)**.

The perfect opportunity to showcase your brand to an engaged audience whilst building a valuable partnership with the wider boating community. enjoy an always-on, year-round partnership delivering across marketing, sponsorship activations and more.

SANCTUARY COVE
INTERNATIONAL
BOAT SHOW
23-26 MAY 2024

MULPHA
events

SCIBS OVERVIEW

The Sanctuary Cove International Boat Show is one of the most prominent events on the boating and luxury lifestyle calendar.

Annually providing Australian and International audiences access to world first launches, premium displays, alongside the who's who of the boating community.

Looking to the future, increasing development into the Superyacht segment will further grow High-Net Worth visitation. With key infrastructure investment into dedicated superyacht berths for vessels up to 165 ft, upscaled activations and hospitality are featured, alongside high-end luxury brands as well as an engaging mix of brands wanting to reach the boating market.



THE POWER OF SCIBS: 2023 RESULTS



47,345

VISITORS



740

BOATS ON
DISPLAY
(RECORD)



315

BOATS ON
WATER
(RECORD)



109

PREMIERES
(RECORD)



330

EXHIBITORS



545

MEDIA
PIECES
ACHIEVED



\$16.5M+

AUDIENCE
REACH



\$10M+

MEDIA
VALUE &
EXPOSURE



\$430M

EXHIBITOR
SALES AS A
RESULT OF
ATTENDING
SCIBS

SANCTUARY COVE
INTERNATIONAL
BOAT SHOW
THE PAVILIONS
PRESENTED BY STELLA

SANCTUARY COVE
INTERNATIONAL
BOAT SHOW
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events

GOLD COAST, QUEENSLAND

A BOATIES PARADISE

With its beautiful sandy beaches, ancient rainforests, thrilling theme parks, and a vibrant dining and cultural scene, it's not hard to see why the Gold Coast is Australia's favourite playground.

With more canals than Venice, getting out on the water is a favourite pastime for many residents in Southeast Queensland. Since the pandemic, Queenslanders have shown an unprecedented demand to get out on the water. When people couldn't travel overseas, they turned to our waters instead which has led to a huge boom in boat ownership.



274,000

BOATS REGISTERED
IN QUEENSLAND



979,000

QUEENSLAND RESIDENTS
OVER 16 HAVE A BOAT
LICENSE

QUEENSLAND HAS THE
HIGHEST NUMBER OF
REGISTERED BOAT LICENSE
HOLDERS IN AUSTRALIA



SANCTUARY COVE
INTERNATIONAL
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MULPHA
events

SANCTUARY COVE

Where the Who's Who drop anchor

At Sanctuary Cove international Boat Show you'll be bumping fenders with the world's best builders, OEM suppliers, designers, and materials and equipment retailers seeking import/export opportunities, distributors and retail customers. On display each year are thousands of boating brands, products and services - on the marina, in The Pavilions, Marina BLVD Hall and through The Open Areas of the Marina Village.

The Marina Village at Sanctuary Cove is an aquatic playground, where the fantasy of yachting life becomes a reality, set in the heart of Australia's multi-award-winning residential community and marina with vibrant shops, cafes, bars and restaurants, as well as a five-star resort hotel and two championship golf courses.



SANCTUARY COVE
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MULPHA
events

AUDIENCE OVERVIEW

A HIGH-FLYER'S PLAYGROUND

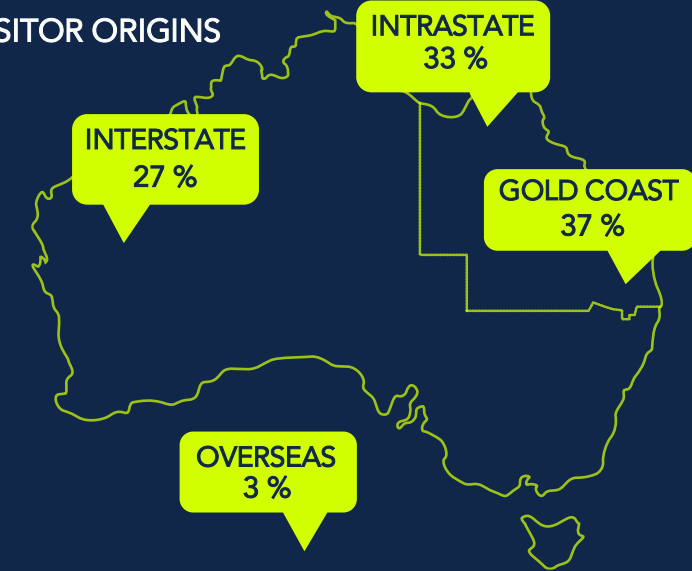
The Sanctuary Cove International Boat Show routinely attracts the upper echelons of Southeast Queensland with a strong national and international audience to complement.

Renowned as one of Queensland's premiere enclave communities, Sanctuary Cove is the destination of choice for brands targeting high net worth individuals and affluent clientele who come to play, purchase and be entertained.

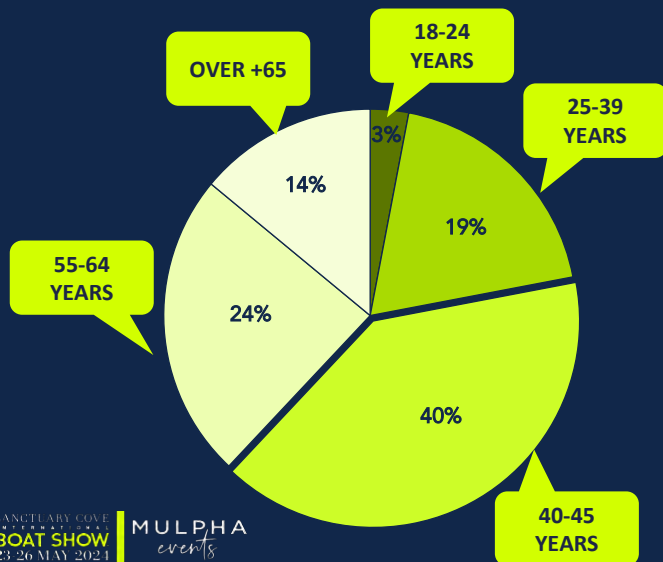
 **63% MALE**

 **37% FEMALE**

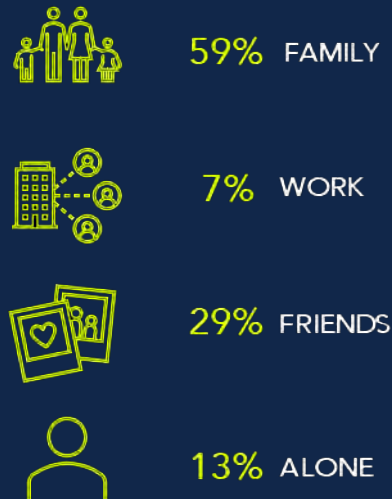
VISITOR ORIGINS



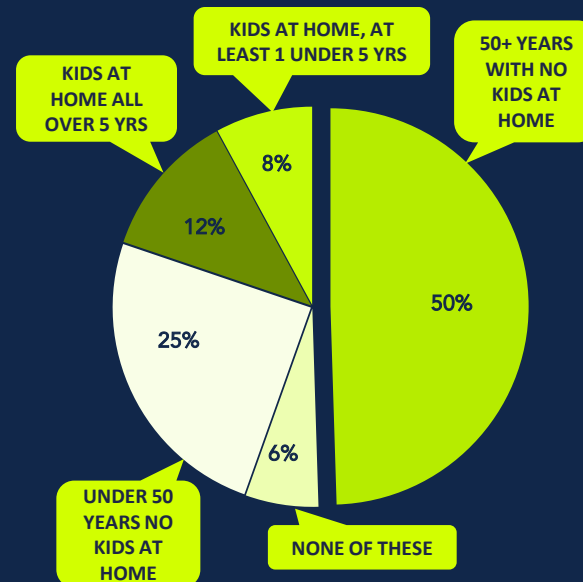
AROUND **78%** OF THIS AUDIENCE ARE 40+ YEARS



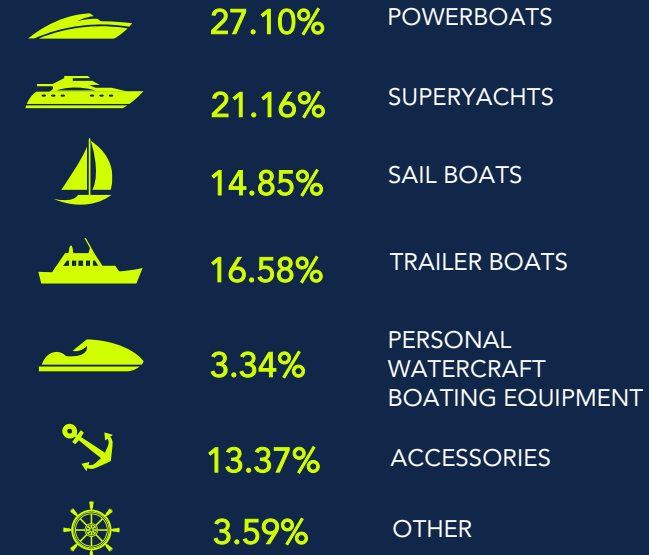
WHO DID YOU ATTEND THE SHOW WITH?



FAMILY MAKE-UP



WHAT WERE YOU MOST INTERESTED IN SEEING AT THE SHOW?



PARTNERSHIP OPPORTUNITIES



EVENT PRESENTING RIGHTS



MEDIA PARTNERSHIPS



THE PAVILION PRESENTING RIGHTS



ENTERTAINMENT HUB PRESENTING RIGHTS



EXHIBITOR PARTY PRESENTING RIGHTS



VIP EXPERIENCE PRESENTING RIGHTS

KEY BRANDING OPPORTUNITIES



ACTIVATION & EXPERIENTIAL



SIGNAGE



DIRECT TO ATTENDEE MARKETING



DIGITAL & CONTENT MARKETING



CORPORATE HOSPITALITY



DIRECT TO ATTENDEE SALES

WHERE THE MARINE BUSINESS DOES BUSINESS

The Sanctuary Cove International Boat Show delivers an abundance of networking and branding opportunities for businesses and professionals over the four-day event.

The SCIBS Exhibitor Function provides a unique platform for industry to mix with their colleagues at an exclusive networking event. Whilst the annual ASMEX Conference held in conjunction with the Show facilitates broader conversations regarding the marine and tourism industry at large.

The International Business Lounge provides a rare opportunity for government representatives to host delegates and foster broader industry relationships.

The Industry Lounge offers an invitational hospitality suite for key marine sponsors to engage with clients and industry representatives.

The Lagoon Beach Club is the home of VIP luxury and corporate entertainment at SCIBS. An exclusive precinct offering premium food and beverage offerings for exhibitors and sponsors to reward or entertain clients.

SCIBS truly is the show **"where the marine business does business"** - a must-attend event for businesses to take their brand to the next level.



EXCLUSIVE EXHIBITOR PROGRAM



INTERNATIONAL BUSINESS LOUNGE



THE INDUSTRY LOUNGE



EXHIBITOR PARTY



ASMEX CONFERENCE

EXHIBITOR DISPLAY OPTIONS



MARINA

Featuring the new multi-million-dollar expansion with premium berths and world-class facilities, the Marina is a showcase of the latest luxury crafts with space for 300+ vessels



THE PAVILION & MARINA BLVD HALL

The Pavilion and Marina BLVD Hall offer premium, secure, indoor display space with a variety of display options.



OPEN AREA: SANCTUARY COVE PRECINCT STREETS

The Sanctuary Cove Precinct has been specially set out for exhibitor displays with 2965 sqm and can be utilised as hard stand space or with pagoda, gable or compact structures.



OPEN AREA: SPORTS, LEISURE & FISHING PRECINCT

20,000m2 of dedicated display space for trailerable craft with custom undercover options available.

KEY MARKETING ASSETS

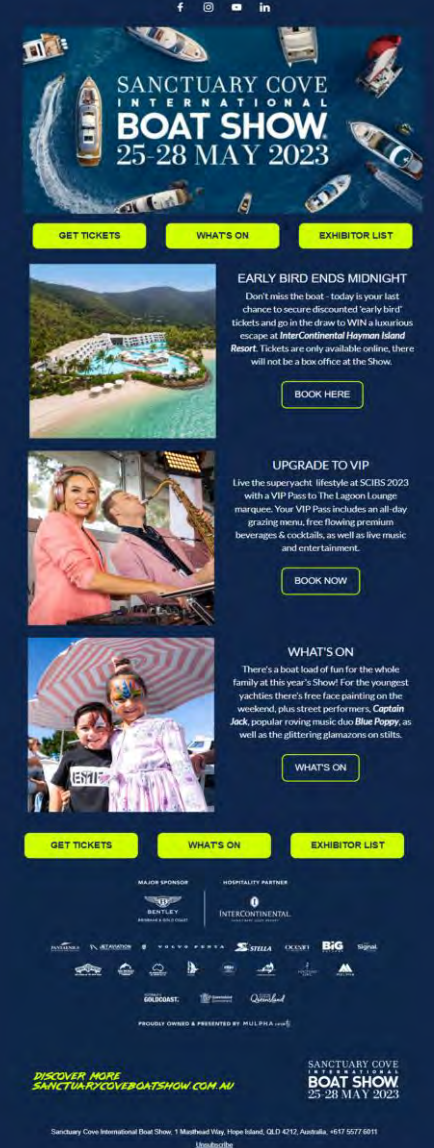
TARGETED COMMUNICATIONS

PRINTED &
DIGITAL SHOW
GUIDE

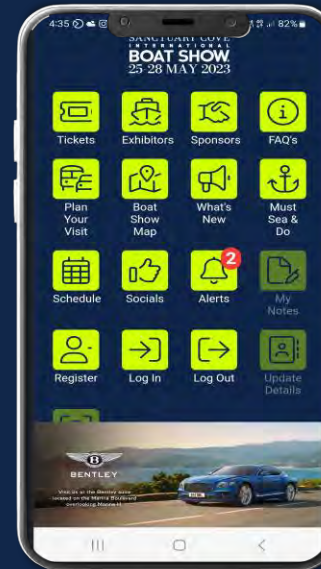
WEBSITE &
SOCIAL MEDIA



eNEWSLETTERS



OFFICIAL
MOBILE APP



SANCTUARY COVE
INTERNATIONAL
BOAT SHOW
AUSTRALIA'S GOLD COAST

MULPHA
events

SHOW GUIDE

As a key communication tool for the event, the SCIBS Show Guide allows seamless direct connection to all attendees of the event and is available in both printed and digital versions.

Designed to guide attendee experience whilst onsite, the Show Guide includes daily Show schedules, 'Sea & Do' guides, site maps, Exhibitor Directory and key information on everything the Show has on offer.

Opportunities exist to boost your brand through advertising in the **SCIBS 2024 Show Guide**.



36+
PAGES



10,000
PRINTED COPIES



A5 PRINT &
DIGITAL
VERSIONS



DIGITAL
AMPLIFICATION



OUR DIGITAL REACH

SCIBS delivers a comprehensive social media and email content strategy which is activated year-round. Content is designed to achieve maximum engagement and drive awareness for the event, partners and exhibitors.

An extensive paid digital marketing campaign is run in conjunction with organic content to drive reach and awareness to targeted audience interests and locations.



377,823
UNIQUE VISITORS



40,165
EMAIL DATABASE



321,200
VIEWS



17,432
APP SESSIONS



15,680
FOLLOWERS



7,220
FOLLOWERS



751
FOLLOWERS

758,010
REACH

158,123
REACH

22,114
IMPRESSIONS

SCIBS WEBSITE – AN EVENT HUB

As the main call to action, the show website sees over 377,000 unique visitors each year and is used as a central vehicle to drive all tailored messaging. All marketing efforts are directed to the site and include exhibitor and partner information, press coverage, ticketing and general event information.

For exhibitors, there is a dedicated login to access your information and upload details about your products and services, creating a real-time source of information for both exhibitors and visitors.

Opportunities exist for exhibitors to boost their exhibitor listing on the SCIBS website with a **Featured Exhibitor Listing** or upload a blog post to the SCIBS website with a **Digital Marketing Package**.

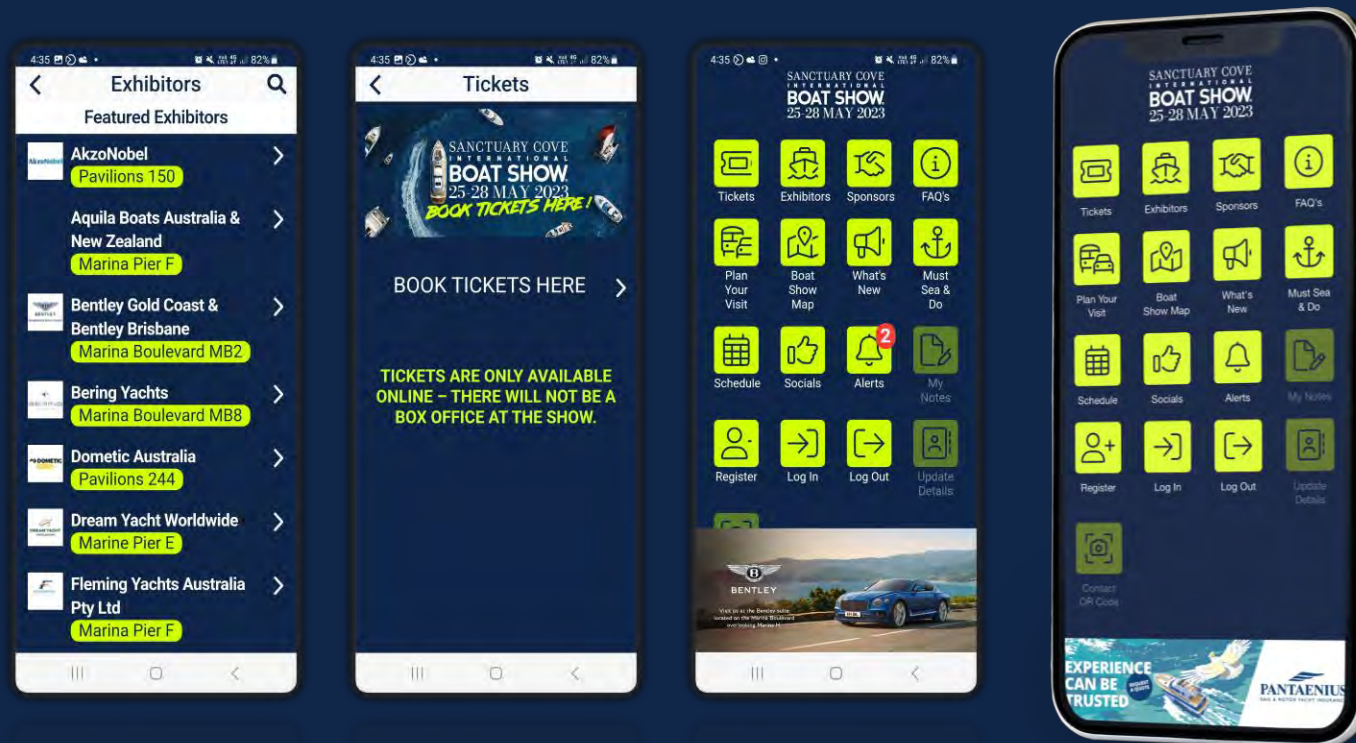


SCIBS MOBILE APP

The Sanctuary Cove International Boat Show Mobile APP is a high-impact resource which will strengthen your brand in the market and ensure you stand out from the crowd with increased exposure and a competitive difference.

Like never before, the Mobile APP offers real-time connectivity with push notifications, increased visitor engagement, and lead capture functionality.

Opportunities exist for exhibitors to boost their exhibitor listing on the SCIBS Mobile APP with a **Featured Exhibitor Listing**.



11,985
DOWNLOADS



6,973
ACTIVE USERS



17,432
SESSIONS

E-NEWSLETTERS

Our e-newsletter is distributed to a qualified and highly engaged database of 40,000+, communicating the latest news about the Show, new product launches, special show offers, and exhibitor news in the lead-up to and during the event.

Opportunities exist for exhibitors to include a dedicated story in both the attendee and industry eNewsletters with a **Digital Marketing Package**.



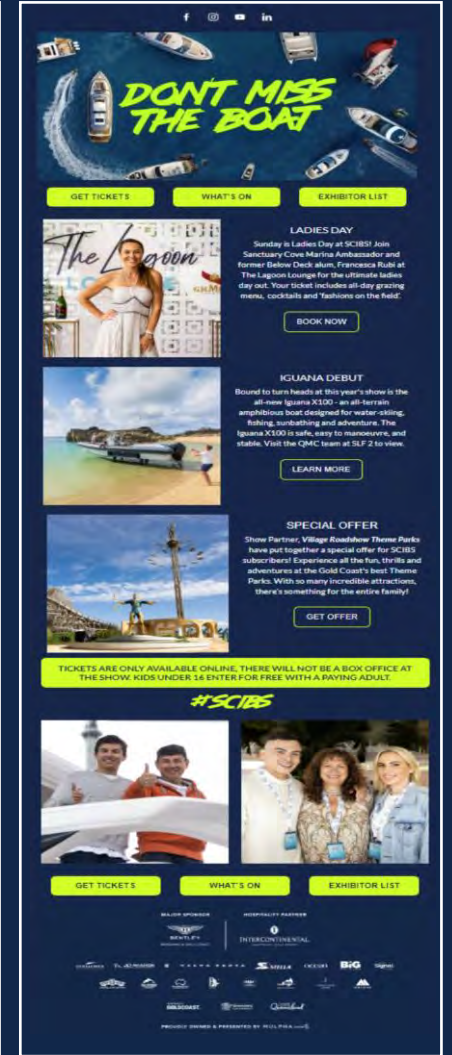
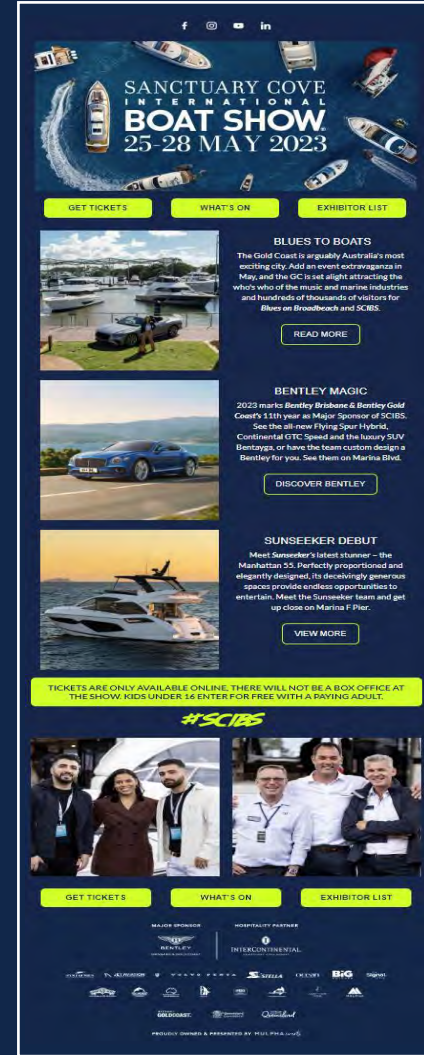
40,165
EMAIL
DATABASE



28,014
EMAIL
LINK CLICKS



171,511
EMAIL
OPENS



SOCIAL MEDIA

The show has a comprehensive social media strategy designed to achieve maximum engagement and profile for the event, partners and exhibitors across targeted social media platforms.

Be sure to tag us and join in the conversation using **#SCIBS** on Facebook, Instagram, YouTube and LinkedIn. When you tag us, we will be able to reshare to our audience.

Opportunities exist for exhibitors to include a post across the SCIBS social media channels with a **Digital Marketing Package**.

HOW TO USE OUR SOCIALS



FACEBOOK
@scboatshow



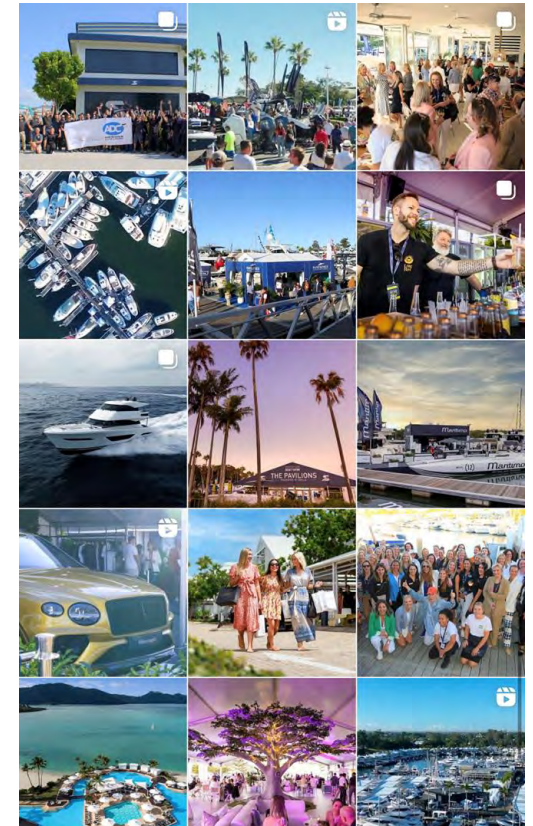
INSTAGRAM
@sanctuarycoveboatshow



LINKEDIN
Sanctuary Cove
International Boat Show



YOUTUBE
Sanctuary Cove
International Boat Show



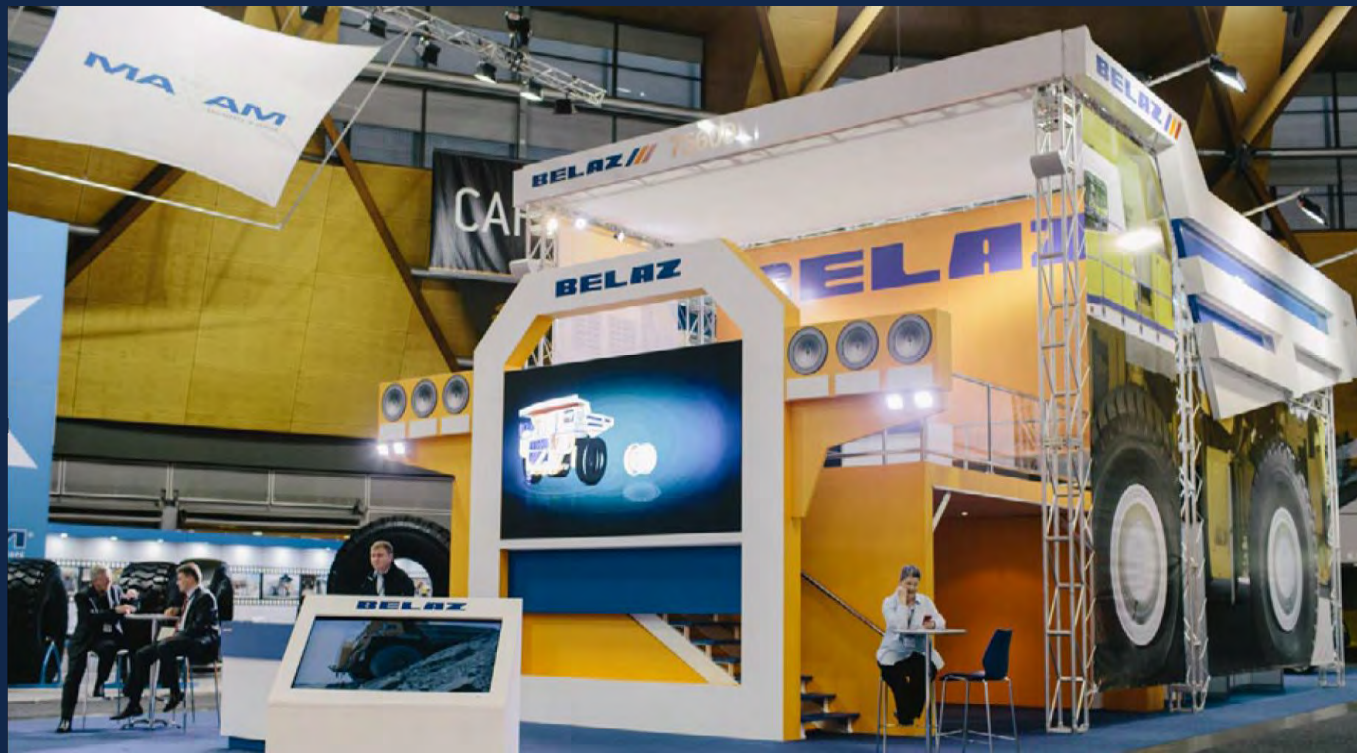
OUR EXHIBITION PARTNER

WITH OVER 35 YEARS EXPERIENCE IN EXHIBITIONS AND STAND DESIGN, EXPONET CAN HELP YOU STAND OUT FROM THE CROWD.

Exponet provide a complete solution to all your requirements including exhibition stand design and construction, furniture, signage, graphics, audio visual, staging and production equipment, flooring, power, lighting and more.

Contact Exponet on 02 9645 7000 or at exponet.com.au for more information.

exponet
EXHIBITIONS & EVENTS



APPLICATION PROCESS

Applications will be open from the show's launch date in early November 2023. Exhibitors from the 2023 show will be given 14 days from applications opening to secure their current or preferred site (or as close as possible). After 14 days, all applications will be allocated in order of date submitted.



STEP 01

Submit application online.



STEP 02

Within 5 to 7 business days the Exhibition team will be in contact



STEP 03

Upon confirmation of space, a 30% deposit is required



STEP 04

Upon payment you 'Agreement to Display' is formed per the T's & C's.



STEP 05

Your space is now secured

EVENT MAP

SANCTUARY COVE
INTERNATIONAL
BOAT SHOW®
23-26 MAY 2024



SANCTUARY COVE
INTERNATIONAL
BOAT SHOW
23-26 MAY 2024

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JOIN THE CAST AND CREW

SANCTUARY COVE
INTERNATIONAL
BOAT SHOW[®]
23-26 MAY 2024

CONTACT US

MULPHA EVENTS EXHIBITION TEAM

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contactus@sanctuarycoveboatshow.com.au

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