



SANCTUARY COVE
INTERNATIONAL
BOAT SHOW[®]
AUSTRALIA'S GOLD COAST

*2025 EXHIBITOR
MARKETING GUIDE*

SHOW GUIDE ADVERTISING RATES

LIMITED OPPORTUNITIES AVAILABLE

| | |
|-----------------------------|---------|
| OUTSIDE BACK COVER | \$7,500 |
| INSIDE FRONT COVER | \$6,000 |
| FULL PAGE (run of the book) | \$4,500 |

VALUE ADD: DIGITAL AMPLIFICATION

Embedded video on advertisement in Digital Show Guide

ADVERTISING SPECS

FULL PAGE (A5)

Trim: 154mm (W) x 210mm (H)

Bleed: 160mm (W) x 216mm (H)

Type Area: 144mm (W) x 200mm (H)

DEADLINES

Booking Deadline: **Friday April 18, 2025**

Material Deadline: **Friday May 2, 2025**

BOOKINGS & ENQUIRIES

Mulpha Events - (07) 5577 6011
contactus@sanctuarycoveboatshow.com.au



ULTIMATE MARKETING PACKAGE

RATE: \$6,000 (EX GST)

Get the most value out of your Sanctuary Cove International Boat Show Marketing plan with the Ultimate Marketing Package. A combination of our individual marketing packages, the Ultimate package will deliver the most bang for your buck in the lead up to the 2025 Show. Limited Packages Available.

WHAT'S INCLUDED?

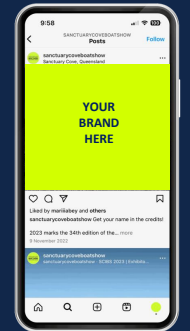
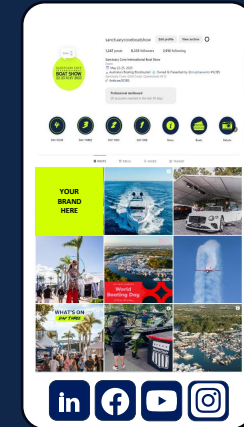
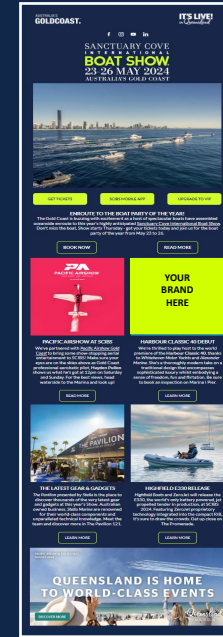
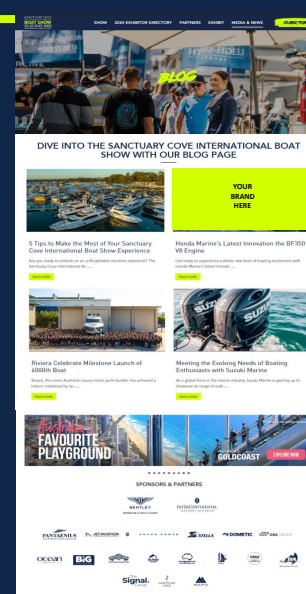
- Featured Exhibitor Listing – (Valued at \$2,500)
- Social Media Package – (Valued at \$2,500)
- Content Marketing Package – (Valued at \$2,500)

HOW TO BOOK

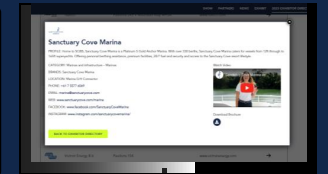
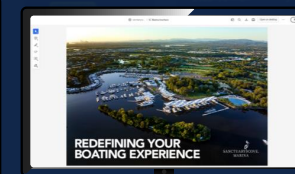
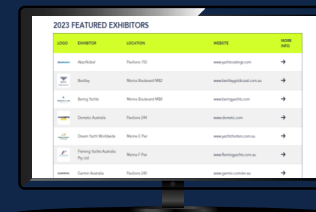
To book the Ultimate Marketing Package, simply check the box during your application. For enquiries contact the Mulpha Events Marketing Team: [+61 7 5577 6160](tel:+61755776160) | media@sanctuarycoveboatshow.com.au

DEADLINE

Material Deadline: **Friday March 28, 2025**



FEATURED EXHIBITOR LISTING



FEATURED EXHIBITOR LISTING

RATE: \$2,500 (EX GST)

Boost your exhibitor listing on the Sanctuary Cove International Boat Show Website and Mobile APP with a Featured Exhibitor Listing. This exposure can provide an increase of 215% in leads and ensure that visitors don't have to filter through exhibitors to find you. Like never before, the Mobile APP offers real-time connectivity with push notifications, increased visitor engagement, and lead capture functionality.

WHAT'S INCLUDED?

Your exhibitor listing will appear at the top of the Exhibitor Directory and includes:

- **LOGO:** 500 x 500px (max. 2mb)
- **BROCHURE:** PDF Brochure (max. 4mb)
- **VIDEO:** Videos must be hosted on one of the following platforms - YouTube, Vimeo, IBM Watson or Brightcove. Simply provide us with the video URL.
- **BUSINESS PROFILE:** 50 words of copy

HOW TO BOOK

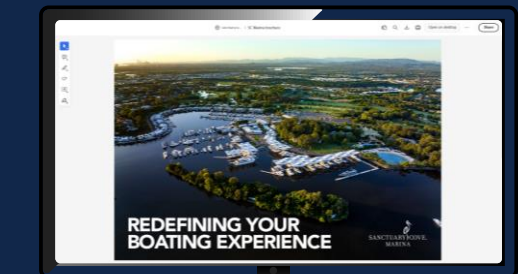
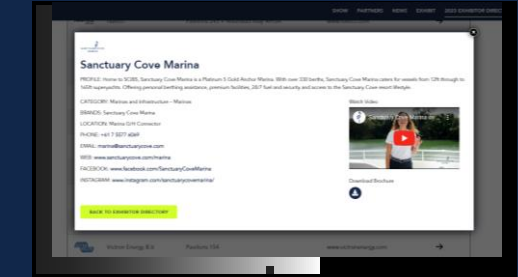
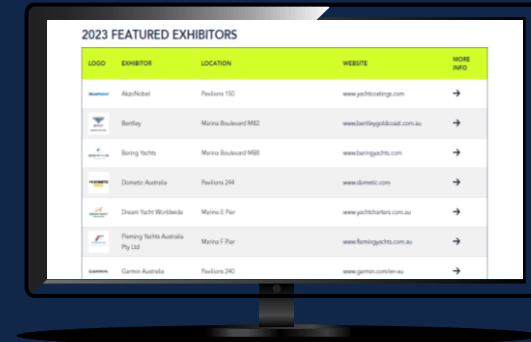
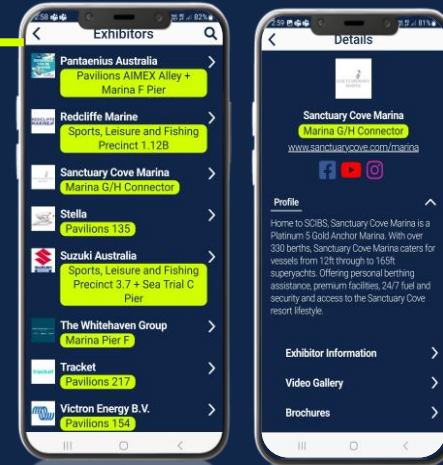
To book the Featured Exhibitor Listing, simply check the box during your application. For enquiries contact the Mulpha Events Marketing Team:

+61 7 5577 6160 | media@sanctuarycoveboatshow.com.au

DEADLINE

Material Deadline: **Friday March 28, 2025**

IMPORTANT – Please ensure your business information within the online exhibitor portal is complete and correct. This information will be featured on your listing. Please check website URL, social media handles, brands, contacts and business profile information.



31,456
SESSIONS



LEAD CAPTURE
ATTENDEE DETAILS



REAL-TIME PUSH
NOTIFICATIONS

SOCIAL MEDIA PACKAGE

RATE: \$2,500 (EX GST)

This is a new opportunity due to demand – leverage SCIBS’s Social Media Marketing to booster your brand awareness with dedicated content on the SCIBS social media channels. Don’t miss the opportunity to put your brand in front of your target audience and the industry’s key decision makers in the lead-up to the show, and drive traffic to your stand during the show.

WHAT’S INCLUDED?

- **Instagram, Facebook & LinkedIn** – 1x grid post with branded image in the lead up to the show. Branded image and content to be supplied. (maximum 50 words).
- **Instagram & Facebook** – 1x stories post curated by SCIBS Marketing Team.
- **Instagram & Facebook** - 2 x Dedicated reshares (Must tag @sanctuarycoveboatshow)
- **SCIBS YouTube Channel** – 1x Show relevant video asset uploaded.

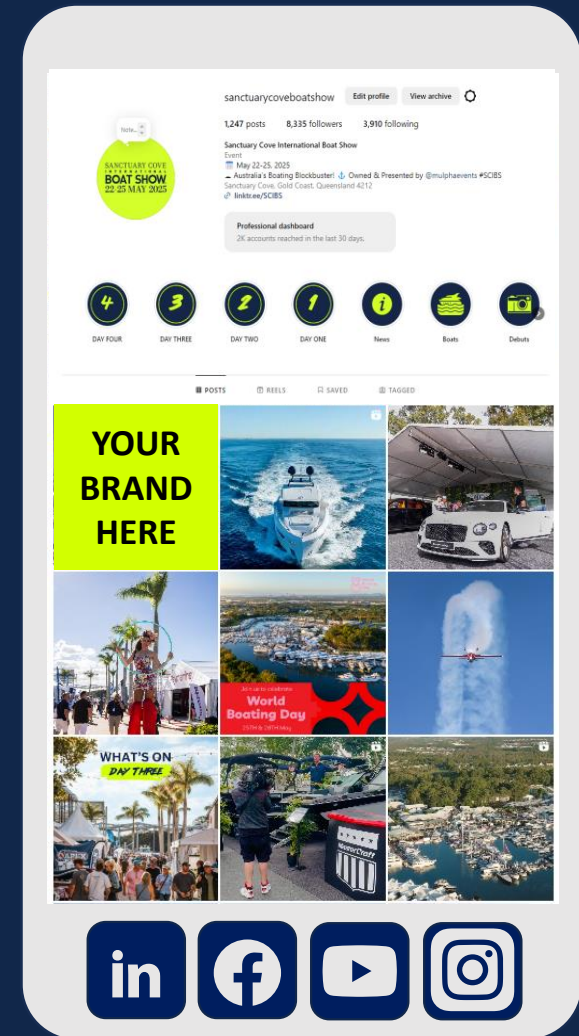
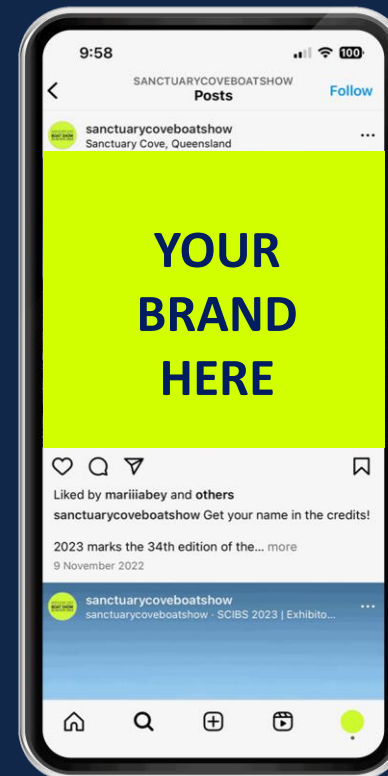
HOW TO BOOK

To book the Social Media Package, simply check the box during your application. For enquiries contact the Mulpha Events Marketing Team:

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DEADLINE

Material Deadline: **Friday March 28, 2025**



CONTENT MARKETING PACKAGE

RATE: \$2,500 (EX GST)

This is a new opportunity due to demand – leverage SCIBS’s key marketing assets to booster your brand awareness with dedicated content on the SCIBS website, and eNewsletter.

WHAT’S INCLUDED?

- **eNewsletter** – 1 x feature stories with a branded image highlighting your event display and location at SCIBS to both complete database. (maximum 40 words).
- **Website blog post** – 1 x branded image on the SCIBS website blog page highlighting your event display and location at SCIBS and contact details (maximum 600 words).

HOW TO BOOK

To book the Content Marketing Package, simply check the box during your application. For enquiries contact the Mulpha Events Marketing Team: **+61 7 5577 6160** | media@sanctuarycoveboatshow.com.au

DEADLINE

Material Deadline: **Friday March 28, 2025**

The screenshot shows the website's navigation bar with links for SHOW, 2024 EXHIBITOR DIRECTORY, PARTNERS, EXHIBIT, MEDIA & NEWS, and a SUBSCRIBE button. The main content area features a large image of people at a boat show with a 'BLOG' overlay. Below this is a headline: 'DIVE INTO THE SANCTUARY COVE INTERNATIONAL BOAT SHOW WITH OUR BLOG PAGE'. There are two featured articles: '5 Tips to Make the Most of Your Sanctuary Cove International Boat Show Experience' and 'Honda Marine's Latest Innovation the BF350 V8 Engine'. A 'YOUR BRAND HERE' call-to-action is present. At the bottom, there is a 'SPONSORS & PARTNERS' section with logos for Bentley, Intercontinental, Pantaenus, Jet Aviation, Stella, Dometic, GBA Group, Ocean, Big, The Signal Group, and Mulpha.

The banner features the event title 'SANCTUARY COVE INTERNATIONAL BOAT SHOW 23-26 MAY 2024 AUSTRALIA'S GOLD COAST'. It includes social media icons and three buttons: 'GET TICKETS', 'SCIBS MOBILE APP', and 'UPGRADE TO VIP'. Below the buttons is a paragraph about the 'BOAT PARTY OF THE YEAR!' and a 'BOOK NOW' button. Two 'YOUR BRAND HERE' call-to-action boxes are shown. The bottom section features two articles: 'THE LATEST GEAR & GADGETS' and 'HIGHFIELD E330 RELEASE', each with a 'LEARN MORE' button. The footer includes the event name and the Mulpha Events logo.

JOIN THE CAST AND CREW

SANCTUARY COVE
INTERNATIONAL
BOAT SHOW[®]
22-25 MAY 2025

sanctuarycoveboatshow.com.au

MULPHA EVENTS MARKETING TEAM

+61 7 5577 6011

media@sanctuarycoveboatshow.com.au

MULPHA
events