

EXHIBITOR GUIDE



DISCOVER
BOATING

END OF SEASON
RUNOUT



PROUDLY DELIVERED BY

SUPPORTED BY



Boating Industry Association
of Victoria

ST. KILDA
MARINA

EVENT FEATURES



On-water trials

Waterfront
boat display

Boaters
Education

Boutique
Boating Vibe

EVENT OBJECTIVES

- Display and sell boats
- On-water boat demonstration and sea trials
- Build awareness and generate leads
- Profile boats, boating and boating lifestyle.
- Attract current and prospective boaters.
- Promote participating BIAV members
- Further educate boaters
- Profile the boating lifestyle
- Profile the St Kilda Marina and its future vision



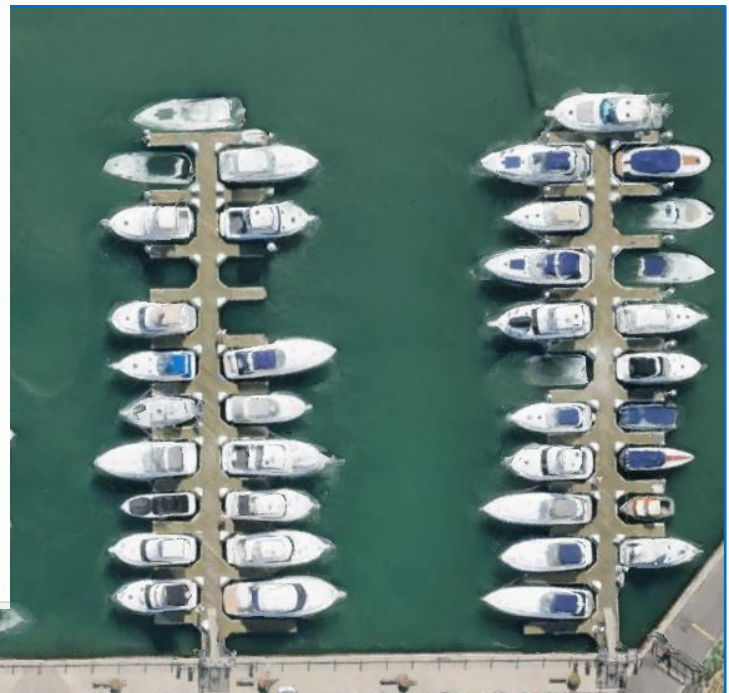
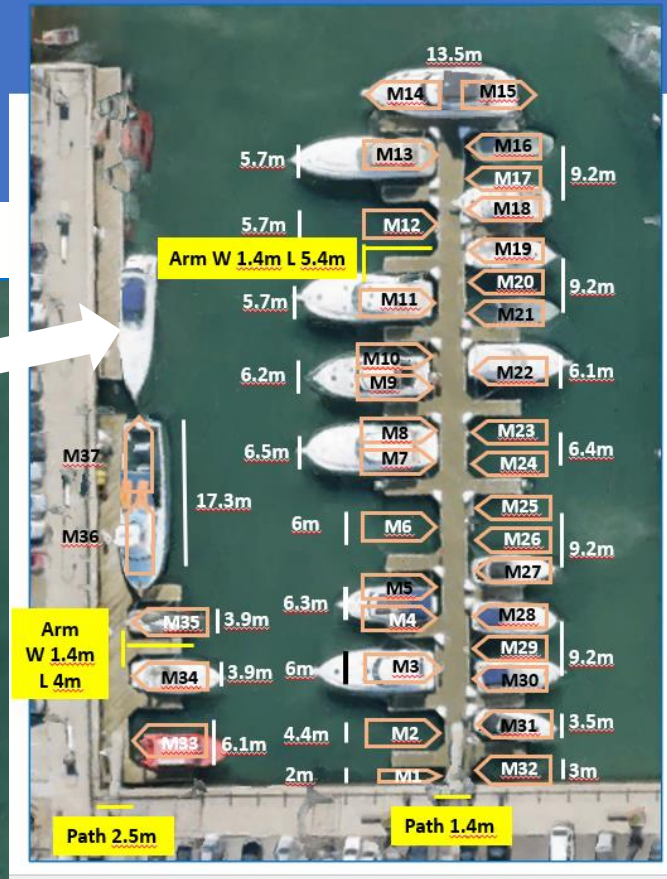
EVENT DYNAMICS



- End of season timing
- Ready people for next summer
- Beautiful autumn timeframe
- Idyllic location on the waterfront
- Natural destination for boaters
- Waterfront display for circa. 60 boats
- On-water display with sea trial for circa 30 boats
- Saturday 29 and Sunday 30 April
- Sea trials after Sunday by arrangement
- Secure and fenced event within the marina plus additional security
- Targeted boating audience
- Additional audience due to the location's suitability and appeal
- An engaged on-line boating audience of many thousands
- Part of your industry's boat show renaissance and great networking opportunities.
- A targeted promotional and marketing campaign to reach the right audience of leads and buyers



SITE MAP



Waterfront site widths may be modified on request.

EVENT DATES



29 - 30 April, 2023

Friday 28 April	Bump-In, 7am – 2pm
Saturday 29 April	Trading, 10am -5pm
Sunday 30 April	Trading, 10am-4pm Bump Out, 4pm – 6pm
Monday 1 May	Bump Out, 7am – 12pm additional sea trials



ADVERTISING & MARKETING



Metro And Regional Radio

Digital Campaign

EDM - Boat Show Database

Discover Boating Program

Boat Dealer Networks



COSTS

- Waterfront Display
 - \$42/sqm
 - inc. OHS levy and GST
- On-water with Sea Trial
 - \$2200 - 1st boat
 - \$2000 - 2nd boat
 - \$1800 - 3rd & subsequent boats
 - inc. OHS levy and GST
- Costs are for site only.
Marquee hire, furniture, power and other optional display requirements are not included in the site fee. These can be arranged through your supplier or via the event supplier
- 30% surcharge for Non-BIA members

THE ORGANISER

The Boating Industry Association of Victoria (BIAV) proudly delivers this event.

CONTACT

Have an question? Please contact...

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EXHIBITOR APPLICATIONS - Book early to secure space in this boutique boating event.

