MESSE C, FREDERICIA

# BOAT SHOW®

DENMARK

## 26-28 FEBUARY & 4-7 MARCH 2021

MESSE FREDERICIA

IFBSO THE WORLD'S LEADING BOAT SHOWS GOLD

DANBOAT EN DEL AF SKIB & BÅD

# THE DESTINATION IS..

## MESSE C, 7000 FREDERICIA - DENMARK

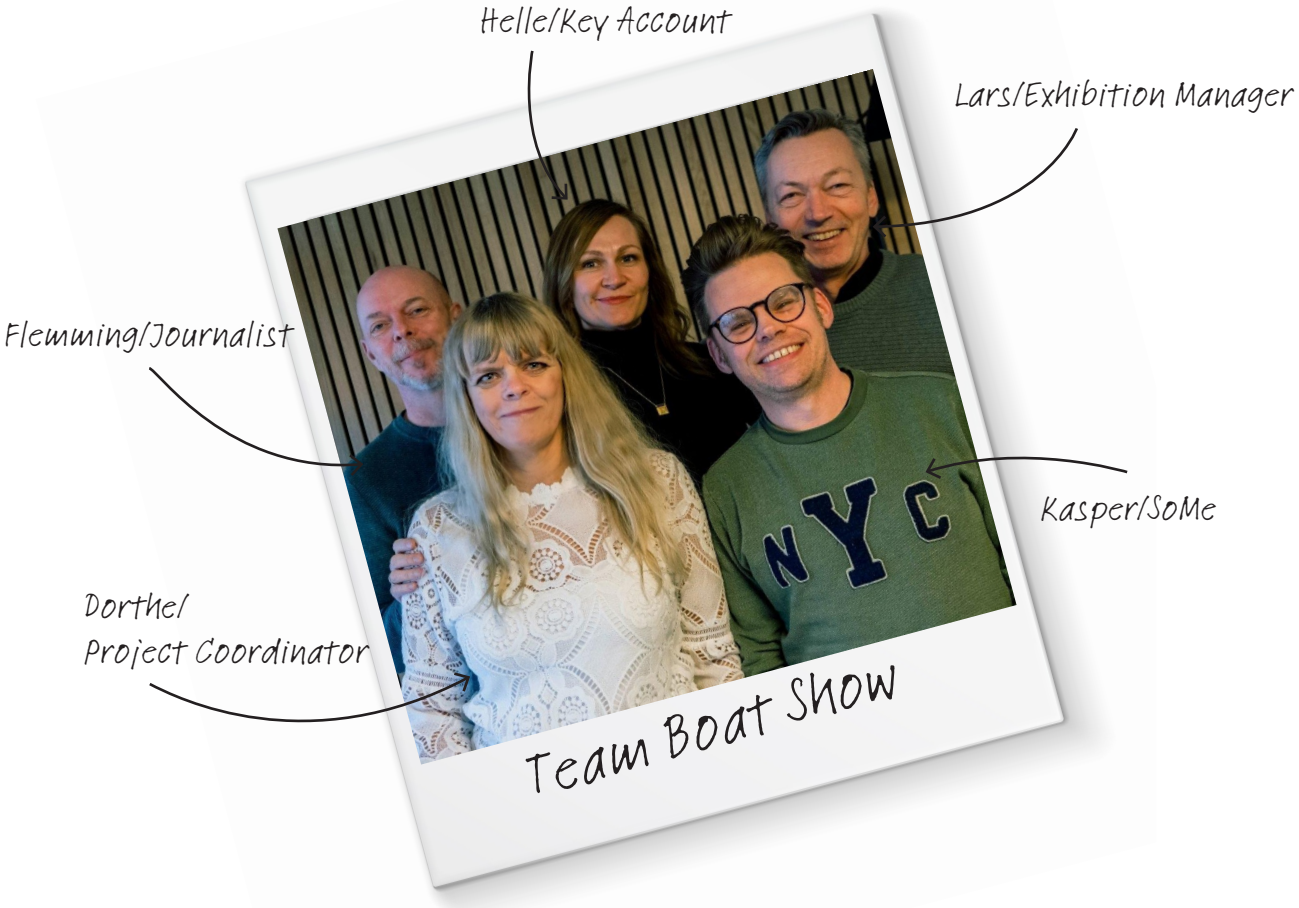
The only indoor boat exibition in Denmark attracts boat- and sailing entusiast from the whole country. The show is the perfect exibition window for the boat industry, where a great number of sailing entusiasts are gathering - in 2019 there were 30.880 visitors.

In 2021 the last weekend of February, MESSE C, Fredericia once again open the doors for the BOAT SHOW.

We have listened to you, the exhibitors, and on this, the 29. exhibition in a row, the opening hours are now the same on two Fridays, two Saturdays and two Sundays.

We are happy, in cooperation with Danboat, to welcome the whole danish sailing audience in the heart of Denmark, where 85% can reach the exhibition in less the two hours (by car).

Inviting the north german audience, and the recording of the show in IFBSO, also shows the continuous international focus from BOAT SHOW DENMARK.



# HIGH VISIBILITY

## CENTER FOR BOATPEOPLE

For many years, Fredericia has been the center for the only indoor boat exhibition in Denmark.
The cooperation with Danboat - a part of Skib & Båd - secures an event with wide coverage from the leading enterprises in the industry, which guarantees the visitors a worthy exhibition.

## SATISFIED EXHIBITORS...

The backing of loyal and faithful exhibitors is great for the Boat Show. Almost 92% of the exhibitors gives top marks to MESSE C as organizer and at the same time also expresses satisfaction with the marketing of the exhibition. NONE of the exhibitiors from 2019 has rejected to participate again on BOAT SHOW 2021.

## ... AND HAPPY VISITORS

The boats, motor- as well as sails, are the focus point together with all the new equipment, but at the same time BOAT SHOW also has an eye on watersport, fishing and youth - kids FREE of charge.

This mix attract the audience, and most of the visitors spent 4-6 hours or more on the show last time. The visitors on BOAT SHOW are loyal, but also new visitors are attracted, as nearly 25% were newcomers on BOAT SHOW 2019.

## EXCITING ACTIVITIES

Again in 2021 BOAT SHOW offers a variety of shows from the central scene in the exhibition, as well as water activities in the 300 $m^2$ big demo pool is among the favourites of the audience. Both activities are offered for free as an extra exposure- and activity-posibility.

# WWW.BOATSHOW.DK

## WHO IS ABLE TO EXHIBIT?

- Sailing boats
- Motorboats
- Rubber dinghies
- Dinghies
- Canoes/kayaks
- Jet skis/boats
- Boat agents
- Surfing and water skies
- Sail, masts and rigging
- Trailers
- Motors
- Sailing equipment
- Sports, line and fishing equipment
- Repairs and storage
- Diving
- Clothing and footwear
- Insurance and finance
- Charter, sailing holidays & cruises
- Marinas
- Courses
- Magazines
- Clubs, associations and Information etc. as well as others with a connection to the maritime industry

## OPENING HOURS

| | |
|---|---|
| Friday 26 February 2021 | 10 am to 6 pm |
| Saturday 27 February 2021 | 10 am to 6 pm |
| Sunday 28 February 2021 | 10 am to 5 pm |
| | |
| Thursday 4 March 2021 | 10 am to 6 pm |
| Friday 5 March 2021 | 10 am to 6 pm |
| Saturday 6 March 2021 | 10 am to 6 pm |
| Sunday 7 March 2021 | 10 am to 5 pm |

## PRICES AND REGISTRATION

Please see attached files.

## ORGANIZER

MESSE C in cooperation with
DANBOAT – a part of SKIB & BÅD.
Find out more at **www.boatshow.dk**

MESSE FREDERICIA

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