



**MONACO
YACHT SHOW**

SUSTAINABILITY
HUB

**28 SEPTEMBER
01 OCTOBER 2022**



WHAT IS MONACO YACHT SHOW ?

The Monaco Yacht Show (MYS) is an annual international show dedicated to the world of superyachts.

Inaugurated in 1991, the show is held over four days in late September in the Port Hercule of Monaco. The MYS is divided into two main exhibition areas: afloat and on the quayside.

Afloat, +100 superyachts and +50 luxury tenders are displayed by the most renowned builders and brokers in the market.

450 hand-picked companies, representing excellence and innovation in yachting, exhibit on the quayside: designers and naval architects, yacht suppliers and service providers or manufacturers of tenders and nautical gadgets.

In recent years, the show has extended its exhibition offer to the ultra-high-end markets intrinsically linked to the art of living superyachting by showcasing cutting-edge technological solutions in yachting, luxury products, cars and motorcycles and also helicopters or private jet manufacturers.

The Monaco Yacht Show is world-renowned for the exceptional quality of its superyachts and their impressive length: among the +100 units on display, +40 new models are unveiled as world premieres each year. The fleet has an average length of 50m and mega yachts exceeding 100m.

The show has become an emblematic event for private visitors who come to discover an outstanding concentration of superyachts available for purchase or charter and to meet the industry experts in the festive and glamorous atmosphere of the Principality of Monaco.

The Monaco Yacht Show is organised under the High Patronage of His Serene Highness Prince Albert II of Monaco.

Leading key player for the Principality of Monaco, the Monaco Yacht Show supports the country's environmental actions by raising awareness among the international yachting community about the marine issues.

Hand in hand with the Water Revolution Foundation and endorsed by the driving force of the superyacht industry, experienced yachtsmen and new generation of yacht owners, the Monaco Yacht Show moves towards adopting a pilot role to highlight the most innovative and future solutions to reduce the sector's environmental footprint.

And we believe essential that you have an active role throughout this improvement process.

From September 28 to October 1, 2022 at the Monaco Yacht Show, future owners will discover the Sustainability Hub. A brand-new exhibition area dedicated to existing sustainable yachting solutions and eco-friendly innovations that could be applied for tomorrow's superyachts.



The background image shows a harbor scene with several large yachts docked. In the background, there are multi-story city buildings and a hillside. The entire image has a blue-green color overlay.

Exhibit in a new area of recognised sustainable solutions for yachting.

Be put in the spotlight as supplier of technology that advances the yachting sector.

Present your solutions to future yacht clients.

Meet prospective partners in the yachting industry.

Network with your peers at the Sustainability Hub and all show exhibitors.

Share your expertise on sustainable developments ahead of legislation for environmental issues.

Promote your brand as a leader in more sustainable yachting and conscious enjoyment of our beloved oceans.



WHO CAN EXHIBIT?

Companies with effective sustainable yachting solutions or developing eco-friendly innovations that could be applied for tomorrow's superyachts.

Exhibitors in the Sustainability Hub are assessed (qualitatively and/or quantitatively) upon registration by the Water Revolution Foundation.

A set of criteria to be met for eligibility are found in the registration process. This ensures to only find companies with effective sustainable solutions in this new important part of the 2022 show.

with the support of



The Water Revolution Foundation collaborates with the yachting industry to ensure sustainable actions, with the goal of neutralising our footprint, preserving the world's precious oceans and ensuring we have a sustainable business for the future.

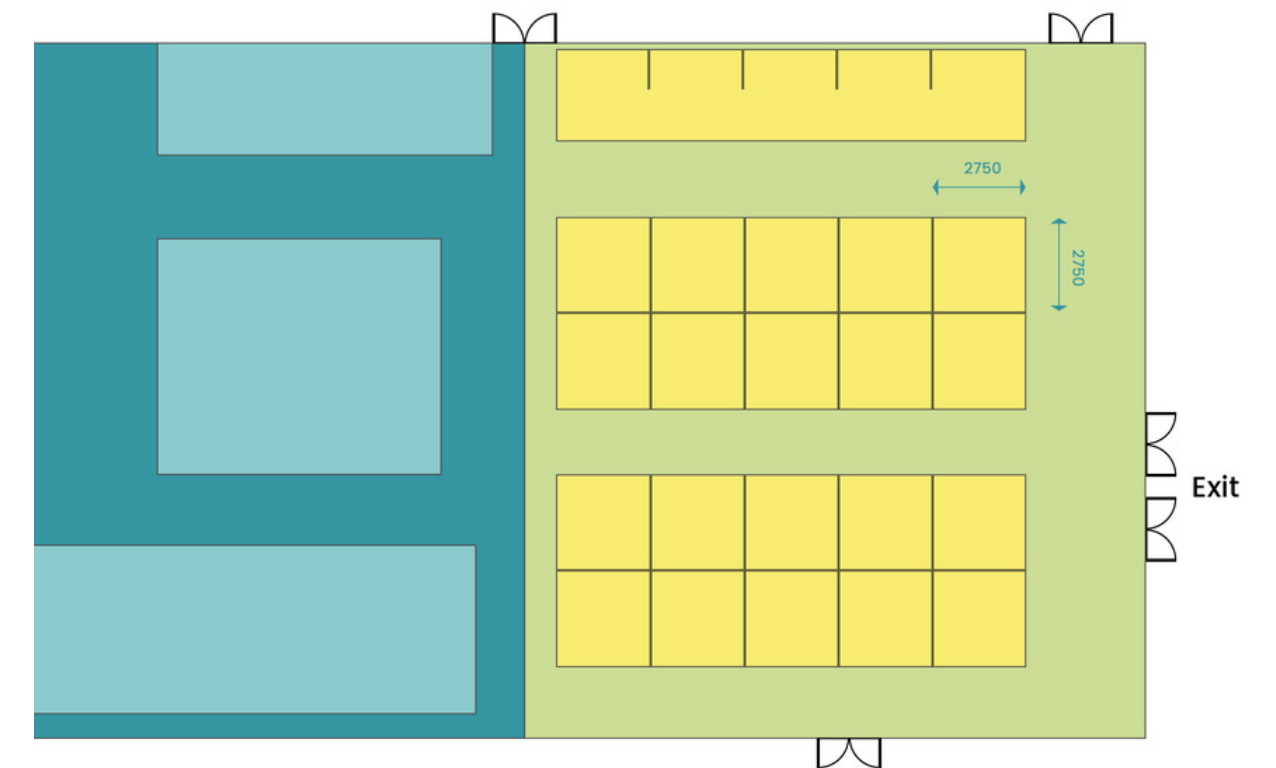
CHARACTERISTICS OF THE SUSTAINABILITY HUB

Located in the Darse Sud exhibition area



Characteristics of the Sustainability Hub:

- 200-sq.m exhibition surface:
- 20 exhibition corners (7.5 sq.m each)
- 22 sq.m common workspace



BASIC OFFER

EXHIBITION SPACE	
DEDICATED STAND	20 Exhibition stand inside the Sustainability Hub area supplied by the Monaco Yacht Show. Possibility to book more than 1 stand. 2,75m * 2,75m = 7,56m² <i>equipped stand with spotlights, electricity, 1 desk branded with logo + 1 stool</i>
WORK SPACE	Access to the Sustainability Hub common meeting space around 22 m²
ACCREDITATION	
EXHIBITOR BADGES	6
DOCKSIDE ACCESS BADGES ON WEDNESDAY	2
E-INVITATIONS	35
EXPOSURE CAMPAIGN PRINT	
OFFICIAL CATALOGUE	Exhibitor's company name listed in the MYS Directory and Exhibitor List Exhibitor's company name mentioned in the Sustainability Hub advertorial
FOLDING MAP	Exhibitor's company name listed in the MYS Exhibitor List

EXPOSURE CAMPAIGN DIGITAL	
WEBSITE	Exhibitor's company name listed in the MYS Exhibitor List Exhibitor's official MYS web page via the Exhibitor Space Exhibitor's company name mentioned in the "Sustainability Hub" dedicated page with click-through link to the MYS webpage
EMAILINGS NEWSLETTER	Exhibitor's company name mentioned in each emailing campaign about the Sustainability Hub.
SOCIAL MEDIA	One story to present the Sustainability Hub on the social media campaign of the MYS (tag exhibitors who have an account).
VIDEO NETWORK	
MYS VIDEO NETWORK MYS GIANT SCREENS	Sustainability Hub presented in the corporate slides of the MYS on the video network
SIGNAGE	
	Exhibitor's company name listed on the big signage about the Sustainability Hub (close to the Darse Sud Entrance)

PRICE

€ 5,500*
(4.974 € HT + Fees 526€ HT)

*VAT excluded.

PREMIUM OFFER

EXHIBITION SPACE	
DEDICATED STAND	<div>Exhibition stand inside the Sustainability Hub area supplied by the Monaco Yacht Show.</div> <div>2,75m * 2,75m = 7,56m²</div> <div><i>equipped stand with spotlights, electricity, 1 desk branded with logo + 1 stool</i></div>
WORK SPACE	Access to the Sustainability Hub common meeting space around 22 m²
ACCREDITATION	
EXHIBITOR BADGES	6
DOCKSIDE ACCESS BADGES ON WEDNESDAY	2
E-INVITATIONS	35
EXPOSURE CAMPAIGN PRINT	
OFFICIAL CATALOGUE	<div>Exhibitor's company name listed in the MYS Directory and Exhibitor List</div> <div>Exhibitor's company name mentioned in the Sustainability Hub advertorial</div>
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EMAILINGS NEWSLETTER	<div>Exhibitor's company name mentioned in each emailing campaign about the Sustainability Hub.</div> <div>Exhibitor's with Premium Offer special highlight in one of our newsletters: (logo + picture + URL + 80-word text presentation)</div>
SOCIAL MEDIA	One story to present the Sustainability Hub on the social media campaign of the MYS (tag exhibitors who have an account).
VIDEO NETWORK	
MYS VIDEO NETWORK MYS GIANT SCREENS	Sustainability Hub presented in the corporate slides of the MYS on the video network
GREENTECH VIDEO NETWORK	15-second video clip
SIGNAGE	
	Exhibitor's company name listed on the big signage about the Sustainability Hub (close to the Darse Sud Entrance)
ADDITIONAL BENEFITS	
	Possibility to organise a live presentation for the Show visitors (20 m-upon availability)

PRICE

€ 7,000*
(6.474 € HT + Fees 526€ HT)

*VAT excluded.



#MYS2022

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Contact our dedicated team for further details to exhibit
sidonie@monacoyachtshow.mc

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