

16 - 17 - 18

NOVEMBER 2021

RAI AMSTERDAM

THE WORLD'S LARGEST MARINE EQUIPMENT TRADE SHOW

METSTRADE FEATURES



METS 20 TRADE 21



METSTRADE SHOW

METSTRADE SHOW

METSTRADE is the world's largest trade exhibition of leisure marine equipment, materials and systems - an unrivalled global platform for innovation, market developments and networking since 1988. The show is organised annually by RAI Amsterdam in association with ICOMIA [International Council of Marine Industry Associations] and is 100 percent focused on the needs of B2B exhibitors and visitors.

Additional to its core themes, METSTRADE includes three dedicated specialist areas: the SuperYacht Pavilion, the Marina & Yard Pavilion and the Construction Material Pavilion. Join more than 1,670 exhibitors and meet over 17,500 highly qualified visitors for three must-attend days in November.

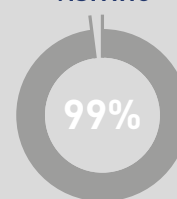
METS YOUNG TRADE PROFESSIONALS CLUB

The METSTRADE Young Professionals Club [YPC] brings together people aged under 35 years from a diverse array of industry backgrounds. Club members utilise the comfortable hosted METSTRADE YPC Lounge as their base and take advantage of the inspiration and networking programme there. Plus they benefit from meet and greet sessions with industry leaders, guided tours, the Young Professionals Canal Cruise and continue the dialogue on our dedicated YPC Facebook Group.

**17,500+
VISITORS**

**26,900+ VISITS
122+ NATIONALITIES**

RECOMMEND
VISITING



**1,670+
EXHIBITORS**

53+ NATIONALITIES

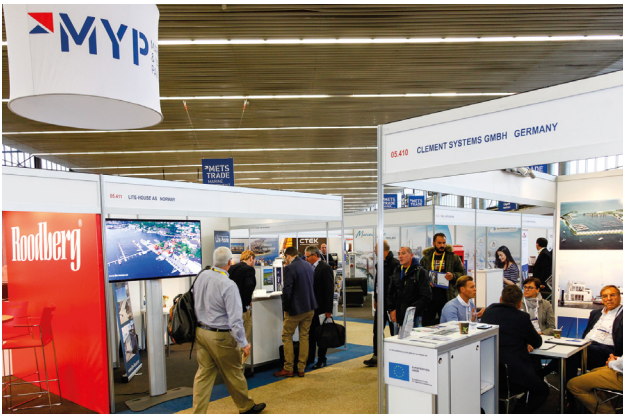
RECOMMEND
EXHIBITING



METSTRADE PAVILIONS



The SuperYacht Pavilion at the METSTRADE Show is a destination in its own right. With over 350 superyacht suppliers and an associated educational and networking programme, it is far more than an exhibition. The SuperYacht Pavilion serves as a sector-specific hub for visitors and an unmissable opportunity for exhibitors to raise their profile in the only truly international B2B exhibition covering products and services for the superyacht industry.



The Marina & Yard Pavilion brings together the world's largest concentration of exhibitors from the marina and boatyard industry in a business-to-business environment. Complemented by key training and networking events for marina professionals.



The Construction Material Pavilion at the METSTRADE Show hosts specialist exhibitors in construction materials, composites and methods for the marine leisure industry. This highly focused zone is further enhanced with informed presentations on a dedicated stage.

TRENDS & INNOVATIONS AT METSTRADE



A PLATFORM FOR SHARING KNOWLEDGE

METSTRADE maximises opportunities for the world's largest gathering of leisure marine professionals by facilitating a inspirational programme of knowledge sharing. Dedicated stages, side events and specialist presentations on the exhibition floor and behind the scenes enable visitors and exhibitors from every part of the supply chain to learn and grow together.

SUSTAINABILITY MATTERS

METSTRADE reflects the marine leisure industry's passion and awareness of global issues affecting our seas and planet today. Environmental responsibility is given a high priority in all aspects of the programme, whether examining the practical details or tackling the big picture of improving sustainability in the lifecycle of a Boat and throughout the supply chain. The very high attendance of key global leisure marine trade representatives at METSTRADE means that environmentally focused exhibits, presentations and conversations have rapid influence in the months and years ahead.

Highlights include:

- The E-nnovationLAB showcase focused on emerging electric and hybrid marine propulsion technologies
- The I-nnovationLAB showcase dedicated to presentations on latest thinking, plus walk around displays of all nominated and winning DAME Design Award and Boat Builder Awards entries
- MaterialDistrict Pop-Up, a tactile exhibition of new materials with potential for innovative use in yacht building.

METSTRADE is further enhanced by hosting significant partner events:

- The Superyacht Forum, organised by The Superyacht Group, welcomes over 800 specialist delegates who also conveniently access the SuperYacht Pavilion located close alongside.
- The Global Marina Institute, PIANC and HISWA networking and education events draws sector experts and senior personnel from across the marina industry to Amsterdam.
- The NMEA [National Marine Electronics Association] provides its seminar delegates with latest global updates on marine electronics technology.

TRENDS & INNOVATIONS AT METSTRADE

DAME - DESIGN AWARD

The DAME Design Award is the most significant global marine equipment competition of its kind. For 30 years it has promoted the art and science of design in all aspects, from styling, functionality and innovation, through to ease of implementation, usability and even packaging.

The award is judged by a panel of top naval architects, boat, interior and industrial designers, as well as user experts. Nominated products are featured in the METSTRADE DAME Award exhibition, with winners widely recognised as being at the pinnacle of design practice in the industry.



BOAT BUILDER AWARDS

The Boat Builder Awards recognise the innovative and valuable work that is happening at boat building companies and their supply chain partners around the world, from innovation and environment, to marketing, training and personal achievement.

Organised by METSTRADE and IBI (International Boat Industry) the award ceremony is an inspiring celebration in Amsterdam of the important synergy between METSTRADE exhibitors and their boat builders collaborators.



STAND PACKAGES & PRICES

THE METSTRADE SHOW CONSTRUCTION MATERIAL PAVILION AND MARINA & YARD PAVILION

You can choose between three different stand packages: Standard, Deluxe and Royal.
The basics that are included in all packages are: stand space, shell scheme construction, electricity, storage, fascia with company name and stand number, carpet, furniture, lighting, daily stand cleaning, free Wi-Fi, a free lead generator license and 200 invitation cards.



ENHANCE YOUR METSTRADE EXPERIENCE WITH A STAND UPGRADE

For METSTRADE 2021 we offer three different upgrades to your stand package of choice:

- Brand Exposure which is a full colour backwall stand visual and a full colour company logo on a counter
- Bites & Drinks that includes beer, wine, soft drinks, small savouries, catering supplies and two bar tables with cloth, suitable for between 25-100 guests
- Interior & Decoration upgrade consisting of one bar table with cloth, two bar stools and one indoor plant of at least 80cm height including pot

STANDARD STAND PACKAGE

- All basic stand facilities & services described above

DELUXE STAND PACKAGE

The basics plus:

- More comfortable chairs
- Full colour company logo on a carpet tile
- Lunch package

ROYAL STAND PACKAGE

The basics plus:

- Choose your own wall colour: anthracite, silver, red or blue
- Luxurious furniture
- Full colour company logo on counter
- 100 extra METSTRADE invitation cards
- Lunch package
- Fresh coffee and tea
- Refrigerator with beverages

EARLY BIRD RATES BEFORE 1 MAY 2021

STANDARD	€ 396 PER M ²
DELUXE	€ 441 PER M ²
ROYAL	€ 469 PER M ²

STANDARD RATES FROM 1 MAY 2021

€ 421 PER M ²
€ 466 PER M ²
€ 494 PER M ²

PRICES EXCL. REGISTRATION
FEE OF €495 PLUS VAT

STAND PACKAGES & PRICES

SUPERYACHT PAVILION

As an exhibitor at the SuperYacht Pavilion you benefit from a premium all-inclusive package offered in white or black combined with wooden elements.



PREMIER ALL-INCLUSIVE PACKAGE WHITE

- Stand space, construction, electricity & storage
- Carpet
- Lighting
- Furniture
- Full colour company logo on back wall
- Daily stand cleaning
- Daily delivery of F&B at your stand
- Free Wi-Fi
- Free lead generator license
- 250 invitation cards
- Free entrance to The Superyacht Forum
- Closing Drinks

PREMIER ALL-INCLUSIVE PACKAGE BLACK

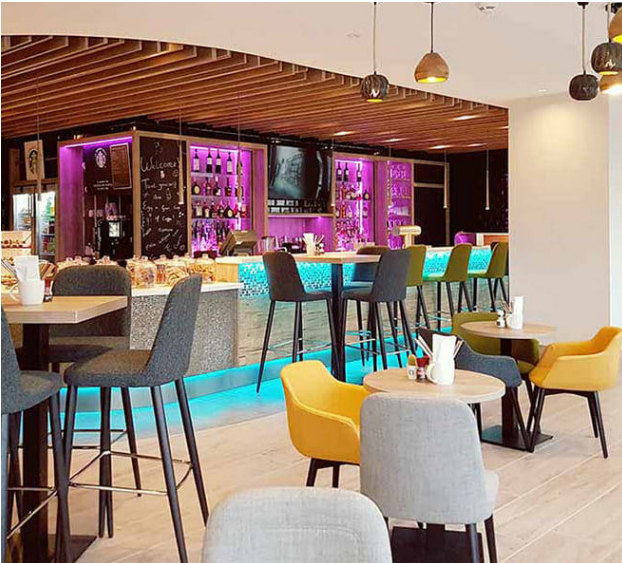
- Stand space, construction, electricity & storage
- Carpet
- Lighting
- Furniture
- Full colour company logo on back wall
- Daily stand cleaning
- Daily delivery of F&B at your stand
- Free Wi-Fi
- Free lead generator license
- 250 invitation cards
- Free entrance to The Superyacht Forum
- Closing Drinks

More information on the Specific Terms and Conditions for Event Participation is available on [METSTRADE.com](https://www.metstrade.com).

BOOK YOUR STAND ON [METSTRADE.COM](https://www.metstrade.com)

	EARLY BIRD RATES BEFORE 1 MAY 2021	STANDARD RATES FROM 1 MAY 2021	PRICES EXCL. REGISTRATION FEE OF €495 PLUS VAT
STAND 12M ²	€ 7,608	€ 7,908	
STAND 18M ²	€ 11,376	€ 11,826	
STAND 24M ²	€ 15,096	€ 15,696	
STAND 36M ²	€ 22,536	€ 23,436	

RAI HOTEL SERVICES



OUR SERVICES



Find the best hotels in Amsterdam

Deep discounts on many hotels in bustling Amsterdam.



Collaboration with first class partners

We are connected with all hot spots and must-see locations.



Free and full service & the lowest available rates

Suitable, tailor-made hotel proposals.



Years of knowledge & experience

Every year between 120,000 and 150,000 overnight stays are booked.

For more information and booking please contact METSTRADE Hotel Services at
T: +31 20 549 1927 or E: hotelservices@rai.nl



Additional access to the US industry RAI Amsterdam is joint owner of IBEX (The International Boatbuilders' Exhibition & Conference), the marine industry's largest technical trade event in North America, powered by METSTRADE. The 2021 IBEX will be held from September 28 to September 30 at Tampa Convention Center, Tampa, USA.

For more information www.ibexshow.com



Introducing a new product, or do you have an innovation to share? Publish your news on METSTRADE.com. Use our portal to stay up to date with the industry's latest developments and innovations, plus discover new connections

Stay Informed | Share News | Connect with Peers

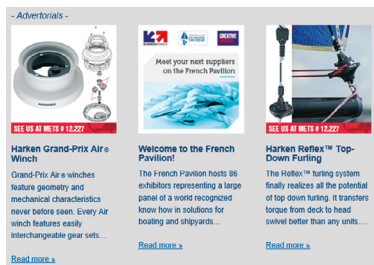
MEDIA SOLUTIONS & SPONSORSHIP OPPORTUNITIES

MAKE THE MOST OUT OF YOUR EXHIBITION PARTICIPATION

We offer high impact online and offline media solutions to enhance your lead generation, brand presence, product launch, stand visit and order placement objectives, including:

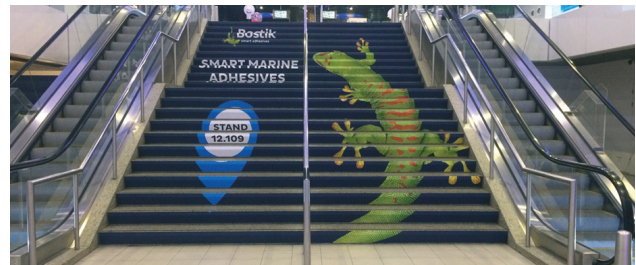
ONLINE MEDIA

Tailor-made online campaigns on METSTRADE.com, the show's high profile social media channels and our newsletter, at frequencies and formats to suit your budget.



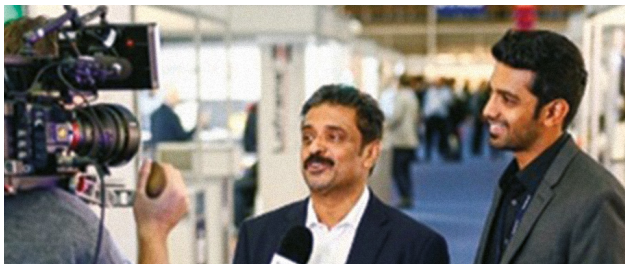
INDOOR & OUTDOOR COMMUNICATION

Welcome visitors with banners, billboards, staircase stickers, flags or a promotion point for that extra reminder of your presence at the METSTRADE Show.



VIDEO

Dynamic imagery from our professional film crew, who will record and edit a promotional video for you, plus advise on how to broadcast and share it.



PRINT

Advertisements directly within the METSTRADE catalogue – an invaluable reference source that also appears on many office shelves after the show.



SPONSORING

Targeted sponsorship opportunities throughout METSTRADE's many activities that are limited only by the number of imaginative ideas we can discuss to highlight your company's brand, values and products.

For more information please contact the METSTRADE Project Team or visit METSTRADE.com. The team will happily help you to optimise your participation.

COUNTRY PAVILIONS ORGANISED BY MARINE INDUSTRY ASSOCIATIONS

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ICOMIA
INTERNATIONAL COUNCIL OF MARINE INDUSTRY ASSOCIATIONS

ICOMIA
In association with ICOMIA, RAI Amsterdam features country pavilions.

The International Council of Marine Industry Associations – ICOMIA – is the international trade association representing the global marine industry since 1966. ICOMIA brings together national marine industry associations (MIAs) in one global organization and represents them at an international level.

COUNTRY PAVILIONS ORGANISED BY NON-MARINE INDUSTRY ASSOCIATIONS

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