

# CAPE TOWN INTERNATIONAL BOAT SHOW

South Africa's premier boating  
and luxury lifestyle show.

18 - 20 October 2019  
V & A Waterfront



2018 Sponsors and Partners



SAIL+LEISURE



- keep discovering -

[www.boatshow.co.za](http://www.boatshow.co.za)



messe frankfurt



# South Africa's premier boating and luxury lifestyle show.

Incredible CSI initiatives for your company to be involved in



4500 square meters of show space

Experiential on water activities that will draw visitors to the show

3 Fun-filled days for the whole family

## Why Exhibit?

- ▶ Showcase your products in one of the most picturesque locations on the African continent alongside the best of the best in the South African boating industry.
- ▶ Share in visitor traffic from one of the biggest tourist attractions in the Western Cape; The V&A Waterfront.
- ▶ Build new business relationships with local and international visitors.
- ▶ Build your trade portfolio and network within the marine trade community.
- ▶ Interact with thousands of potential and existing customers.
- ▶ Tap into significant marketing opportunities including; social media, digital marketing, press releases and other opportunities.

## Who should exhibit?

- ▶ Boats and Yachts
- ▶ Engines and Related Equipment
- ▶ Shipping/Yachting Equipment and Accessories
- ▶ Boating Services
- ▶ Canoes/Kayaks/Rowing Rafting (Accessories and Services)
- ▶ Water-Skiing/Wakeboarding/Kneeboarding/Wakeskate
- ▶ Jetskiing (Accessories and Services)
- ▶ Diving
- ▶ Surfing/Windsurfing/Kitesurfing/Parasailing/Stand-Up Paddling
- ▶ Fishing
- ▶ Maritime Art/Handicraft
- ▶ Organisations/Institutions/Clubs
- ▶ Marinas/Docks/Harbour Facilities
- ▶ Beach Resorts



## The Avenue

A showcase of South Africa's finest luxury and lifestyle brands.

The Avenue features both new and established high-end luxury brands from vehicles, luxury tour operators, gourmet food, real estate, art & antiques and interior design by some of the country's most sought-after brands.

### Who should exhibit at The Avenue?

- Art & antiques
- Interior & design
- Jewellery & watches
- Consumer electronics
- Real estate
- Finance
- Hats, Handbags & Sunglasses
- Clothing & Shoes
- Wine, Spirits and Champagne
- Cruise lines
- Airlines
- Make-up & Beauty
- Swimwear
- Perfume & Colognes
- Gourmet foods



### Worldwide sector expertise with strong trade fair brands

Messe Frankfurt is the third largest trade fair company in the world with subsidiaries in over 28 countries. Messe Frankfurt organises 134 trade fairs globally with a cumulative total of 90,000 exhibitors and over 3.5 million visitors attending these events.

The company is well established in SA and is the proud organiser of the following events: South African Festival of Motoring, Automechanika Johannesburg and the Futuroad Expo. The company recently acquired the Photo & Video Experience, ATF, Source Africa and AERO South Africa.



# Messe Frankfurt South Africa 2019 calendar of events

Event	Date	Venue	City	Website
	12 - 14 June 2019	CTICC	Cape Town	atfexpo.co.za
	12 - 14 June 2019	CTICC	Cape Town	sourceafrica.co.za
	4 - 6 July 2019	Wonderboom National Airport	Tshwane	aerosouthafrica.com
	26 - 28 July 2019	Kyalami Grand Prix Circuit	Johannesburg	photoandvideoexperience.com
	23 - 25 Aug 2019	Kyalami Grand Prix Circuit	Johannesburg	safestivalofmotoring.com
	18 - 21 September 2019	Expo Centre, Nasrec	Johannesburg	automechanikasa.co.za
	18 - 21 September 2019	Expo Centre, Nasrec	Johannesburg	futuroad.co.za
	18 - 21 September 2019	Expo Centre, Nasrec	Johannesburg	scalex.co.za
	18 - 20 October 2019	V & A Waterfont	Cape Town	boatshow.co.za

## Dates

18 - 20 October 2019

## Location

V & A Waterfont

## Contact

Kathryn Frew, Show Director

Kathryn.Frew@za.messefrankfurt.com | +27 (0) 10 599 6171

## Organiser

Messe Frankfurt South Africa  
Building 22A, The Woodlands Office Park  
20 Woodlands Drive, Woodmead  
Sandton, 2191, Gauteng. RSA

[www.boatshow.co.za](http://www.boatshow.co.za)