

# boatica

## CAPE TOWN

## Exhibitor Information Session



# Agenda

Welcome and introduction to boatica team

SABBEX welcome - Vanessa Davidson

Presentation – Kathryn Frew

Q&A – boatica team

Quick poll

Closing



# The boatica TEAM



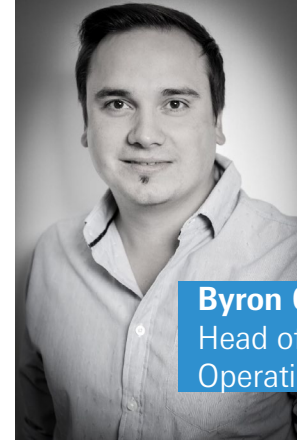
**Kathryn Frew**  
Show Director



**Melissa Bender**  
Head of  
Marketing



**Neil Piper**  
Head of  
Content



**Byron Colantoni**  
Head of  
Operations



**Carla Daly**  
Services  
Manager



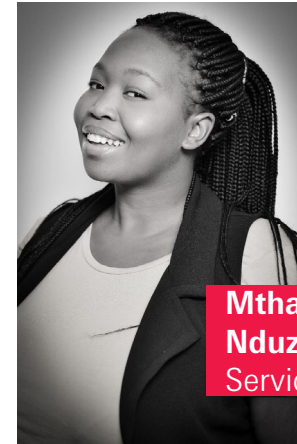
**Lumkile Tisana**  
Sales Executive



**Amu Mathebula**  
Marketing



**Jeremy Raman**  
Accounts



**Mthandazo  
Nduzo**  
Services



**Josh Low**  
Managing Director

# Vanessa Davidson – SABBEX



# Show SCHEDULE

## Build Up

20 – 26 September - Marquee build up

27 – 28 September – Contractor build only

29 – 30 September- Exhibitor build + accredited staff only

08:00 – 18:00 each day

## Event Days

Friday 1 – Sunday 3 October 2021

09:00 – 18:00 – Friday and Saturday

09:00 – 17:00 – Sunday

## Breakdown Days

Monday 4 – Tuesday 5 October 2021

08:00 – 18:00

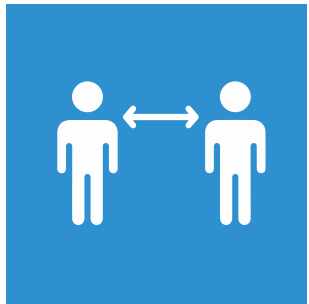
- All visitors should be pre – accredited to avoid congestion at entrance points
- Quick scanning process with 1.5m social distancing lanes
- 2 x registration/ticketing areas with fast lane for pre – purchased ticket holders



# Protocols

We will make sure that at all entrances to each venue we have checkpoints making sure that all persons keep to the regulations set.

“Border Control” – we will monitor the number of visitors and exhibitors in each area at any given time. This will ensure that we stick to the directives given by government with the number of people allowed at events.



3m / 4m aisles  
and social  
distancing  
monitoring



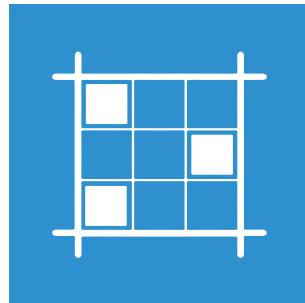
Sanitising  
stations placed  
around the  
venue



Dedicated  
safety officer in  
each zone



Ventilation – 10 x  
openings in main  
marquee for  
increased airflow



Modified  
Layouts – 6 x  
checkpoints and  
scanning points

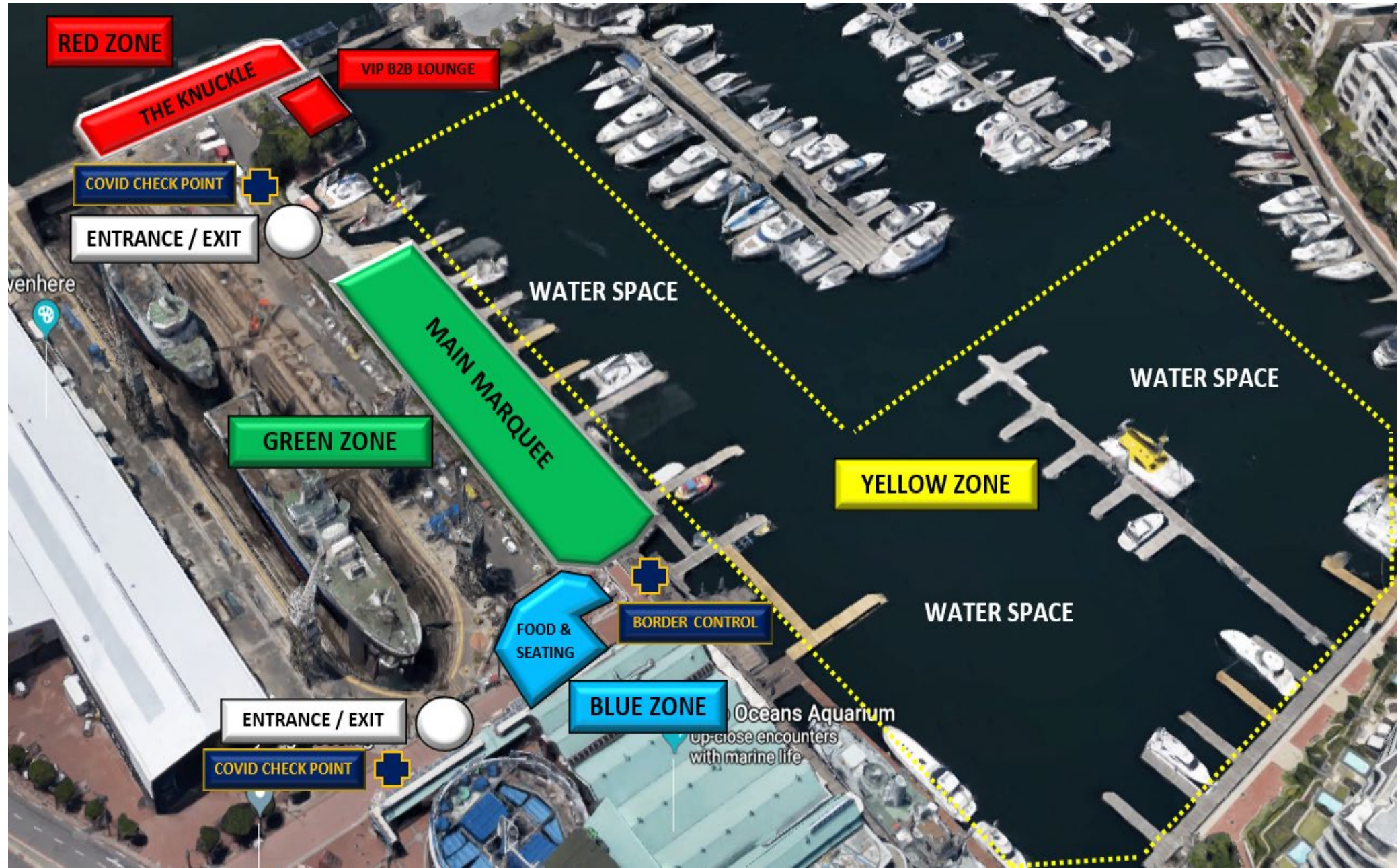


Signage and  
Messaging





# IMPORTANT INFORMATION

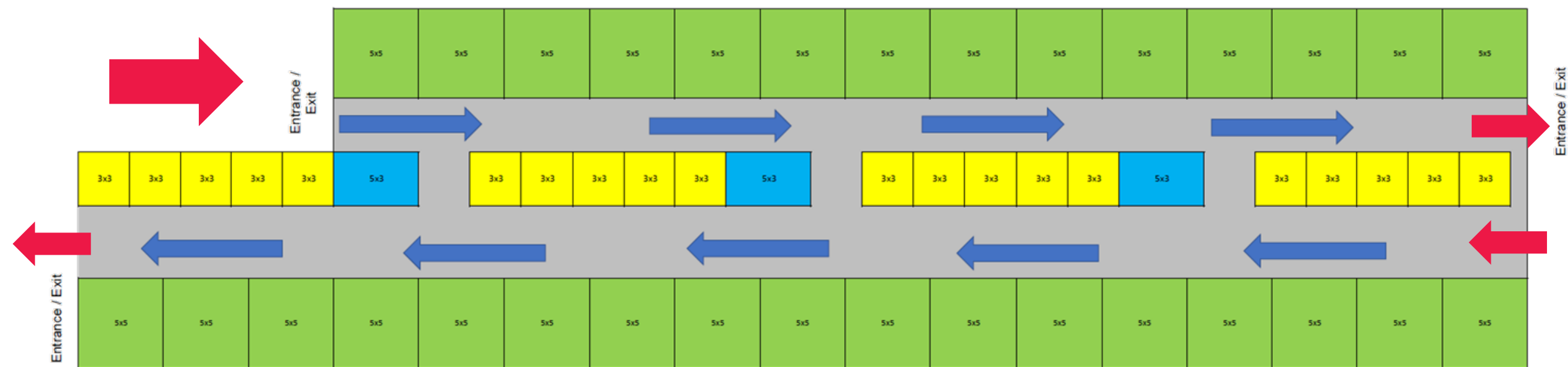


# North Wharf Option 1 - BIG MARQUEE





# North Wharf Option 2 - SNOW PEAKS

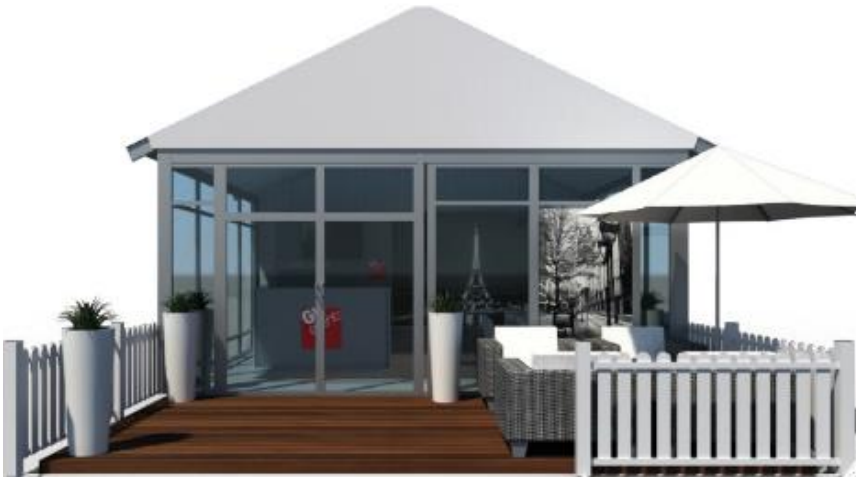


# North Wharf Option 2 - SNOW PEAKS



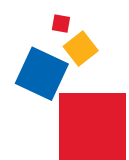
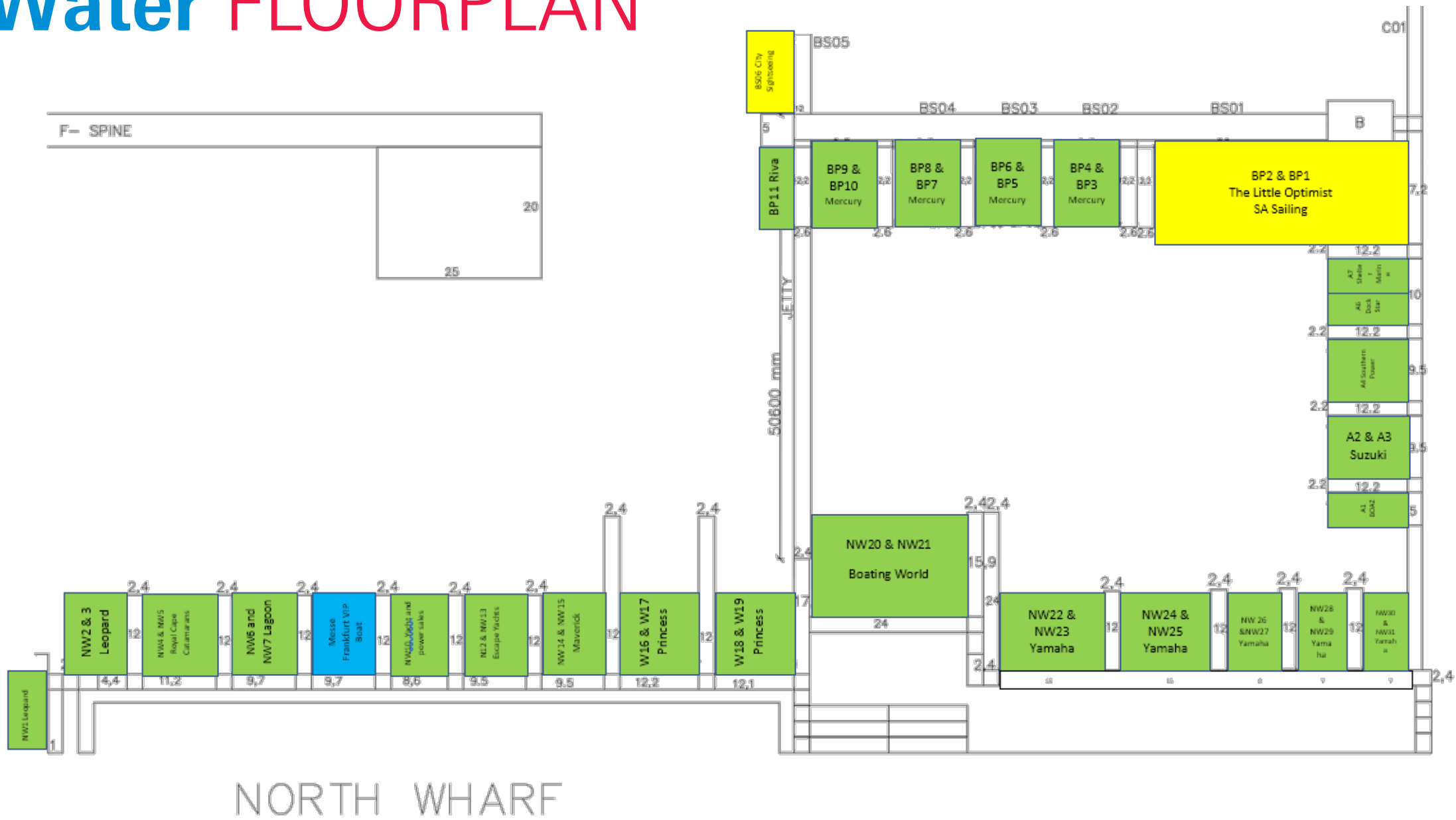


# Snowpeak Options - LOOK AND FEEL





# Water FLOORPLAN



# Safety Plan – WORST CASE SCENARIO

Each day broken up into 3 sessions:

Morning 09:00 – 12:00

*Sanitise venue 12:00 – 12:30*

Afternoon: 12:30 – 15:30

*Sanitise venue: 15:30 – 16:00*

Evening: 16:00 – 18:00

	09:00 – 12:00	12:30 – 15:30	16:00 – 18:00
Marquee	250	250	250
Outdoor	250	250	250
Total = 1500 per day			
Total for weekend = 4500			

- Based on level 2 restrictions
- 250 visitors per session per venue – 500 total venue
- Based on level 2 restrictions of 250 outdoors with whole event being classified as outdoor event
- We would use snowpeaks on North Wharf instead of one big marquee to ensure the event is classified as an outdoor event.



# Safety Plan – LIKELY SCENARIO

Each day broken up into 3 sessions:

Morning 09:00 – 12:00

*Sanitise venue* 12:00 – 12:30

Afternoon: 12:30 – 15:30

*Sanitise venue:* 15:30 – 16:00

Evening: 16:00 – 18:00

	09:00 – 12:00	12:30 – 15:30	16:00 – 18:00
Marquee	250	250	250
Outdoors	500	500	500
Total = 2250 per day			
Total for weekend = 6750			

- Based on level 1 restrictions of 500 outdoors and 250 indoors
- If we use big marquee on north wharf then it would be classified as indoor venue
- If we use snow peaks on north wharf then whole event would be classified as outdoor event





# Safety Plan – BEST CASE SCENARIO

Each day broken up into 3 sessions:

Morning 09:00 – 12:00

*Sanitise venue 12:00 – 12:30*

Afternoon: 12:30 – 15:30

*Sanitise venue: 15:30 – 16:00*

Evening: 16:00 – 18:00

	09:00 – 12:00	12:30 – 15:30	16:00 – 18:00
Marquee	500	500	500
Outdoors	500	500	500
Total = 3000 per day			
Total for weekend = 9000			

- Based on Huntex model of 50% of venue capacity and whole event classified as outdoor event with 500 people per venue per session.
- This would also be the scenario if we use snow peaks on north wharf as the entire event would be classified as outdoor event.



# Exhibitor / Staff NUMBERS

## Marquee

**120 people per session**

(360 per day / 1080 for weekend)

## Water

**90 people per session**

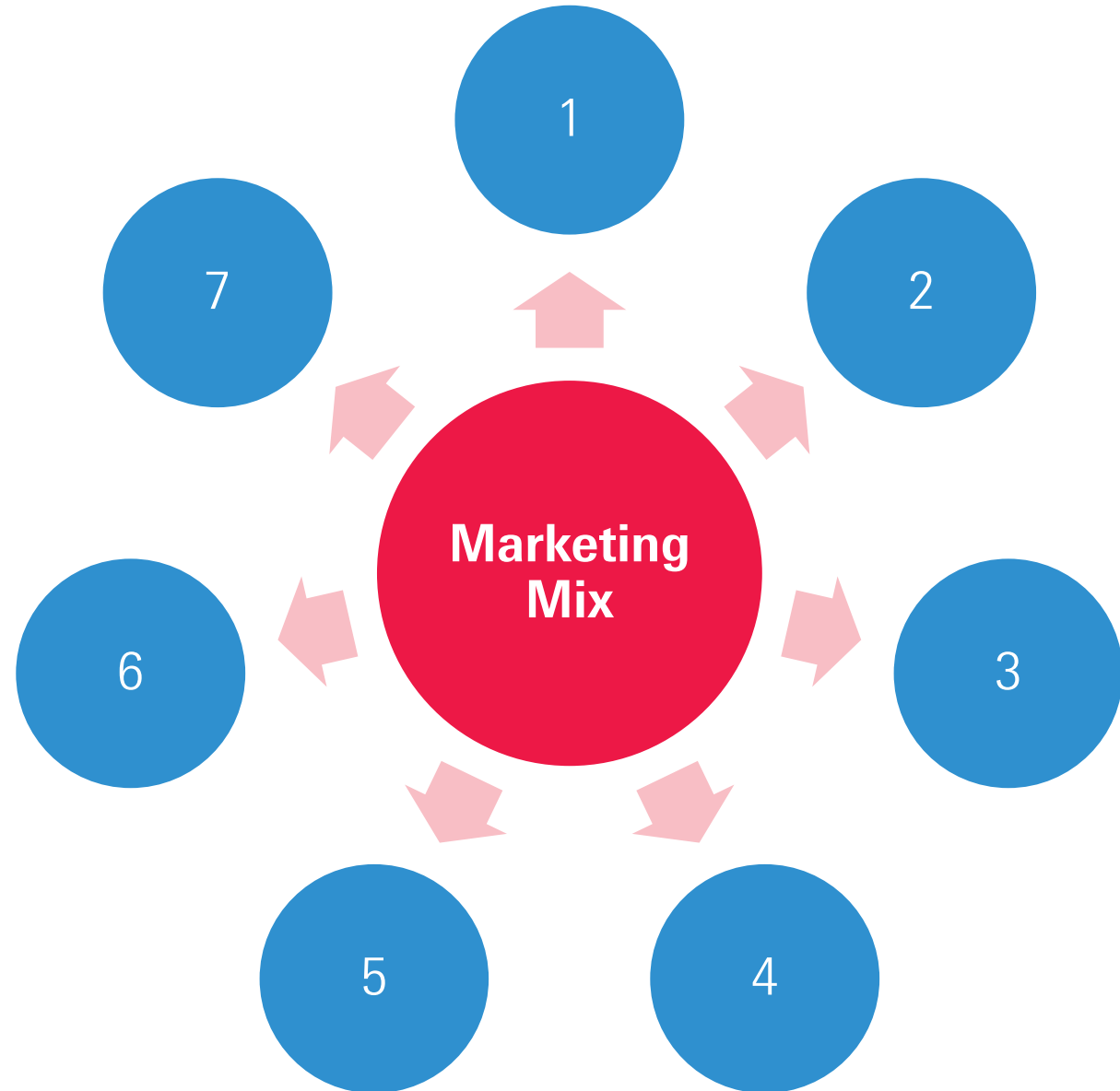
(270 per day / 810 for weekend)

- Worst case scenario visitor numbers without exhibitors / staff = **2610**
- Likely scenario visitor numbers without exhibitors / staff with big marquee on north wharf = **4860**
- Best case scenario or likely scenario with snow peaks on north wharf visitor numbers without exhibitors / staff = **7110**



# Marketing MIX

1. Digital
2. Trade Publications
3. Radio
4. Exhibitor Marketing
5. Direct Marketing
6. OOH Campaign
7. Attracting New Audiences





# Marketing – SOCIAL MEDIA & MAILER REACH



Facebook  
21 000 +



YouTube  
130 + views



Mailers  
12 500 +



Instagram  
460 +



Twitter  
100 +



# Marketing CAMPAIGN

## Digital campaign consisting of:

- ▶ Google AdWords & Display campaign
- ▶ Remarketing campaign
- ▶ Digital event listings
- ▶ Distribution of Press releases
- ▶ E-mail & SMS marketing to past attendee database

## Comprehensive awareness campaign that drives:

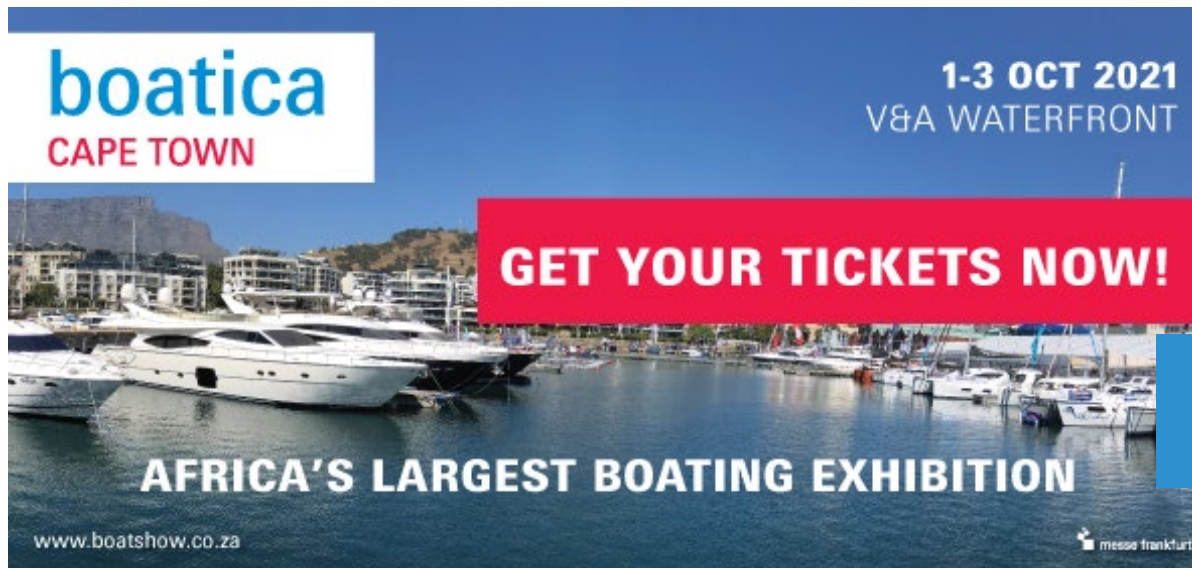
- ▶ Brand Awareness
- ▶ Event Attendance
- ▶ Encourage engagement
- ▶ Communicate event updates
- ▶ Introduce new exhibitors
- ▶ Content updates



# Flyer & Ticket DISTRIBUTION

- ▶ Ticket distribution to exhibitors
- ▶ Yacht clubs
- ▶ Boating clubs
- ▶ Hotels and “hot-spots” around the V&A Waterfront

**Ticket**



**Flyer**



# Content – FRIDAY 1 OCTOBER

All day – Sailing Academy, SUP, Kayaking

## Morning Media and Trade Session

- Each company given the opportunity to book 20 min product launch sessions
- Roving PA system taken around the show with lectern and seating
- Media tour of 20 pax taken around the show to each product launch / demonstration
- Media / trade day ends with cocktail snacks in VIP area

- 12:00pm - The Little Optimist Sailing Academy Opens
- 12:00pm – VIP Yacht departs
- 14:00pm – VIP Yacht returns
- 15:00pm – VIP Yacht departs
- 17:00pm – VIP Yacht returns
- 17h00pm – Live music
- 17h30pm – Whisky and Champagne tasting
- 18h30pm – VIP Yacht departs
- 20h30pm – VIP Yacht Returns



# Content – SATURDAY 2 OCTOBER

All day – Sailing Academy, SUP, Kayaking

## 09H00 – 12H00 SLOT

0930am - Dragon Boat Racing

1030am – Fly Boarding  
Demonstration

11:30am – Test Sail Departure

11:40am – VIP Yacht Departs

11:45am – NSRI Demonstration

12:00am – Test Sail Returns

## 12H30 – 15H30 SLOT

12:00pm – The Great Optimist Racing Briefing

12:30pm – The Great Optimist Race

12:30pm – Live Music: Stage Area

13:30pm – VIP Yacht Returns

14:00pm – Great Optimist Race prize giving

14:15pm – Foiling demonstration

14:30pm – Live music

14:30pm – Flyboarding demonstration

15:00pm – VIP Yacht departs

15:10pm – Kiteboarding Wing demonstration

15:30pm – Motorised surfboard demonstration

## 16H00 – 18H30 SLOT

16H30pm – Water bike demonstration

17h00pm – VIP Yacht Returns

17h00pm – Fly Boarding demonstration

17h00pm – Live music

17h30pm – Whisky and Champagne tasting

18h30pm – VIP Yacht departs

20h30pm – VIP Yacht Returns





# Content – SUNDAY 3 OCTOBER

All day – Sailing Academy, SUP, Kayaking

## 09H00 – 12H00 SLOT

0930am - Dragon Boat Racing

1030am – SUP Race

11:30am – Test Sail Departure

11:40am – VIP Yacht Departs

11:45am – Flyboarding

12:00am – Test Sail Returns

## 12H00 – 15H30 SLOT

12:00pm – Boatica Celebrity Challenge

12:30pm – Live Music: Stage Area

13:30pm – VIP Yacht Returns

14:00pm – Royal Cape Yacht Club Challenge Sail

14:30pm – Live music

15:00pm – Flyboarding demonstration

15:00pm – VIP Yacht departs

15:10pm – Kiteboarding Wing demonstration

15:30pm – Motorised surfboard demonstration

16:00pm – VIP Yacht returns

17h00 Show closes





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## CAPE TOWN

# Q & A





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## CAPE TOWN



# POLL





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## CAPE TOWN



**Thank You for Attending**

