

# Information, Rates & Sponsorships

BOATING MEETS LUXURY



PRESENTED AT  
**LA ISLA**  
CANCÚN

BOATING MEETS LUXURY





December 5-7, 2025



BOATING MEETS LUXURY

## SHOW OVERVIEW MARINE • LUXURY • LIFESTYLE

### Show Overview

The fourth annual Cancun International Boat Show will build on the success of its previous editions establishing itself as Mexico's marquee luxury marine event in 2025. Cancun is a world-renowned yachting destination and playground to many of the wealthiest people of Mexico and the world. As Latin America's strongest yachting market, Cancun is the ideal place to host an international boat show.

The Cancun International Boat Show is a unique opportunity to showcase your brand in Mexico and Latin America.

Explore a spectrum of offerings ranging from luxurious yachts, VIP indulgences, to family-oriented activities, ensuring there's something delightful for everyone at the premier boat show spanning Latin America.

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## The Cancun International Boat Show is LATIN AMERICA'S BOAT SHOW

### BOATING MEETS LUXURY

Join us for luxury and extravagance at the Cancun International Boat Show. Nothing says luxury like a glass of pink Champagne amidst a marina full of opulent yachts. Together with exclusive brands, we are creating a bubble of luxury activities, gastronomic adventures, fine art and marine lifestyle fashion.

CIBSME is the most prestigious Spanish-speaking boat show in Latin America attracting visitors from across the globe. The unique event unites Latin America's recreational marine trade industry and yachting infrastructure, while attracting Spanish-speaking buyers and their families. Cancun International Airport boasts over 500 flights per day and virtually no Visa requirements.

Recreational yachting holds particular importance in Latin America for several reasons:

- Luxury Tourism
- Recreation and Lifestyle
- Economic Impact
- Marina Development
- Job Creation
- Promotion of Local Culture and Heritage
- Environmental Conservation

Overall, recreational yachting enriches the tourism industry, stimulates economic growth, promotes cultural exchange, and supports environmental conservation efforts in Latin America. It serves as a catalyst for development while highlighting the region's natural beauty and maritime heritage.

This will be Mexico's largest marine event promoted stronger than any boating event before, with a reach of over 15,000,000 and an expected turnout of 15,000 attendees.

### Where the Industry Comes to Meet

CIBSME is a B2B and B2C event. The perfect place for industry personnel to come together. Regional meetings and seminars for sales and other staff members are conducted in the morning hours before the show opens at 1:00 PM daily.

Enjoy all the special activities and amenities during the at the Cancun International Boat Show!



**LATIN AMERICA'S  
BOAT SHOW**



## Expected Attendance 2025

**10,000 to 15,000**

Attendance 3<sup>rd</sup> edition: 10,000

Attendance 2<sup>nd</sup> edition: 8,000

Attendance 1<sup>st</sup> edition: 5,000

## A Qualified Global Audience

**68%** of attendees are in the process of buying or considering a boat purchase

**66%** own a boat

**66%** own two or more homes

**45%** have a waterfront residence

**45%** have an annual income of over US\$250,000

**40%** are "C-level" executives or business owners

**25%** have an annual income of US\$1,000,000 or more

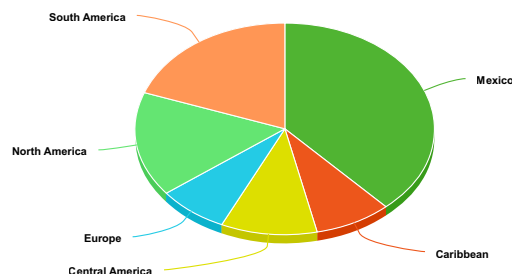
**10%** of attendees have a net worth of \$20 million or more

## Industry Attendance

**18%** industry personnel

## Geographic Origins

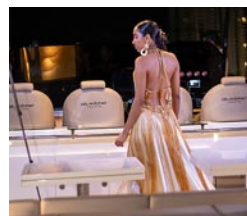
Visitors from **20+** countries



**Mexico :** Mexico City, Guadalajara, Monterrey, Los Cabos, La Paz, Acapulco, Merida, Cozumel, Veracruz, Playa del Carmen and Cancun

**Central & South America:** Colombia, Argentina, Brazil, Paraguay, Bolivia, Uruguay, Ecuador, Peru, Chile, Panama, Guatemala, Belize, El Salvador

**USA/Canada:** East coast from Florida to New York, South Florida, Texas, Gulf of Mexico, Southern California





## Economic Impact\*

**\$30 Million usd** to the State of Quintana Roo

**\$20 Million usd** Total sales during the boat show

**\$30 Million usd** Residual sales for 12 months following the event (B2B sales)

**600+** jobs created

**\$24.2 Million usd** Total value-added statewide

**\$8 Million usd** Total value-added statewide in Cancun

## Boat Show Visitors Impact\*

New dollars to the region and the state

**10,000 a 15,000** Attendance

**58%** of boat show visitors come from outside Quintana Roo

**\$2,100 usd** average per-day expenditure by out-of-town visitors  
(hotels, restaurants and entertainment, retail spending, local transportation, etc.)



\*Using conservative numbers based on the previous edition of the Cancun International Boat Show. All currency is in US Dollars.

## Global Media Coverage

The media behind the Cancun International Boat Show is promoted and covered by show management, exhibitors, and recognized media houses from around the world. Paid and unpaid social media will be used heavily. We also have a large web presence through not only digital advertisements but also editorial coverage.

## Total Media Value

**\$6 Million usd** Total Media Value

CIBSME generates over 15 million impressions per year online. This includes social, paid media, viewer shares and news generating \$6,200,000 usd in earned advertising coverage.

- Dedicated Public Relations Team
- Dedicated Social Media team
- Radio Spots
- TV Coverage
- Print Flyers
- Digital Flyers
- OTT Impressions
- Paid Social Campaigns
- International Magazines: Trade, Finance, Luxury, Real estate and Fashion
- Billboards
- Banner Exposure/On-site Signage
- CIBSME.com Website
- CIBSME Email Marketing
- Alkass Channel (Al Jazeera) Sports Special - 30 min.
- Boat Show TV Show Special - 30 min.



## Event Purpose

The Cancun International Boat Show was created to continue growth in this nationwide sector. Mexico is the United States' second largest recreational marine market with plenty of room for expansion. We have decided that the best way to maintain momentum is to unite the industry with its audience. Here people will meet face to face and discuss their needs and ideas. This action will lead to continued growth in Mexico's marine leisure market due to greater product availability and greater appeal to families.

Cancun allows us the infrastructure for continued industry growth and at the same time continue the event year after year.



## Benefits for Brands

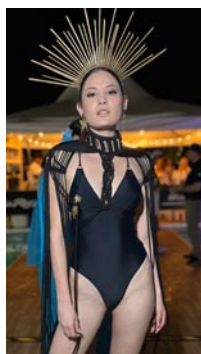
The Cancun International Boat Show is a unique opportunity to showcase brands to an upscale luxury brand consumer. The event focuses on a healthy, safe, social environment for family and friends.

This is a great opportunity to be associated with a nautical lifestyle while promoting a healthy activity on a national and local level:

- Include your BRAND in the Marketing Funnel. Reach up to 15,000,000
- Connect with consumers in an interesting and fun way
- Create unforgettable moments linked to your BRAND
- Ensure your BRAND is viewed as making everyday life more interesting and fun
- Communicate the dynamic and leading attributes of the BRAND
- Be seen as a national sponsor at a local level and global sponsor on an international level
- Return on investment (ROI)
- Receive audience insights
- Social media/website traffic/focused content strategy
- BRAND building at its best

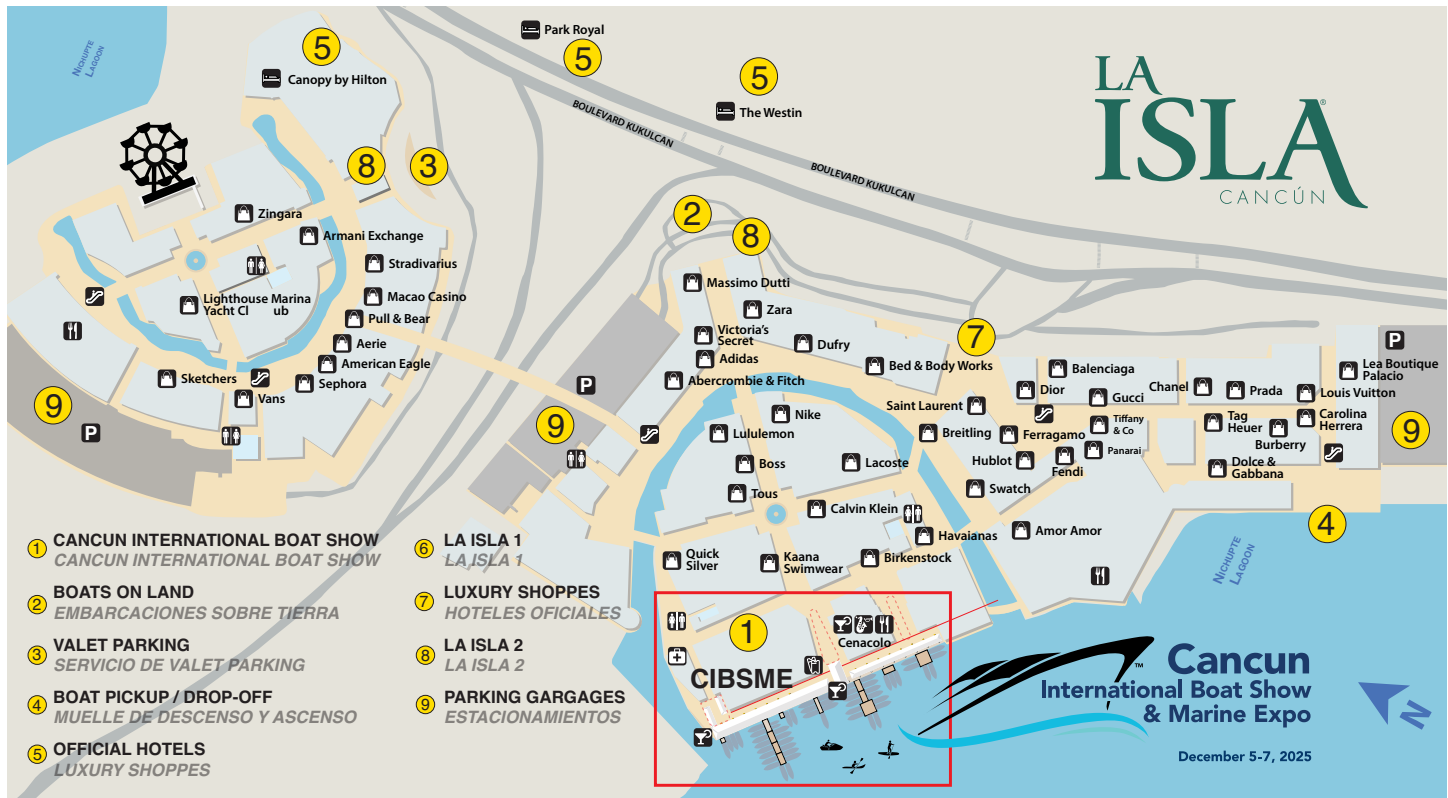
## Who is Attending?

- Yacht / Boat owners and buyers
- JetSki / WaveRunners, PWC enthusiasts
- Industry personnel: Service techs, OEMs, international dealers, captains and crews
- Ocean lifestyle lovers in general
- Sport Fishermen: Fly Fishing, Deep Sea Fishing, Kayak Fishing
- Motorsurf and foil enthusiasts
- Standup Paddle Boarders, Kite Surfers and Kayakers
- Scuba Divers: Cave Diving, Reef





## Event Venue for 2025: La Isla Cancun



The Cancun International Boat Show will be held at the prestigious La Isla Cancun right in the middle of Cancun's hotel zone. Known for its luxury shoppes, gourmet dining, entertainment and exclusivity, this is the ideal venue for the boat show. La Isla Cancun is the new venue for the Cancun International Boat Show. It is the largest, most complete entertainment venue right in the middle Cancun's Hotel Zone.



### Location: Cancun, Mexico

Designed for luxury travel, Cancun offers style and ease of mobility. La Isla is just 20-minutes from the Cancun International Airport.

### Hotels & Reservations

A range of hotels are within walking distance from the boat show. A complete list of hotels is available on CIBSME.com

### Parking and Access

- Easy access self-parking
- Valet Parking



## Show Map: La Isla Cancun Marina



### Boat Show Amenities and Services:

- Floating Docks
- Continuous In-Water Performances
- Dock Parties
- Gourmet Dining
- Two VIP Lounges
- Fashion Shows
- Luxury Shoppes
- Live DJs



## Reserve Your Exhibit Space Today

Mexico is the United State's second largest recreational marine export market. Tap into this growing market by joining other manufacturers of luxury yachts and boat, kayaks, PWC, standup paddle boards, electronics and marine accessories. Participate in our Fun Zone Demo Area and give a live demonstration. Hold a conference or seminar on your latest technology or product. Join us for live music, gourmet food offerings, and fun for the entire family. THIS EVENT IS FOR OCEAN LOVERS!

CIBSME is currently being promoted heavily throughout Latin America including Mexico, attracting more visitors and industry personnel than ever before.

Who should exhibit? Anyone in the recreational marine industry:

- Boat Builders
- Dealers
- Brokers
- Luxury Brands
- Retailers
- Marinas / Boatyards
- Manufacturers of marine products
- Wholesalers
- Marine Service Providers
- Water Sport Attractions/Operators
- Charter Operators
- Nautical Tourism Destinations

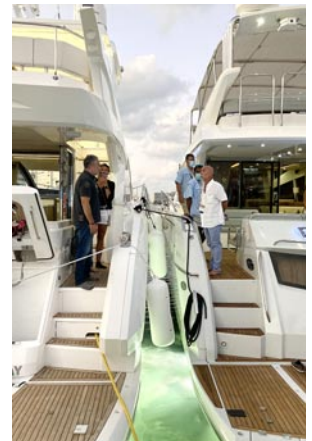
## Exhibitor Stands/Tents

**Turnkey Stands** include rear wall paneling with printed graphics, general lighting, electricity and shade covering. Turnkey Stands are a cost effective option for a professional image.

**Basic Exhibitor Stands** include shade covering, general lighting and electricity.

**Slips** include shore-power and water.

**Floating Stands** include tent and electricity.

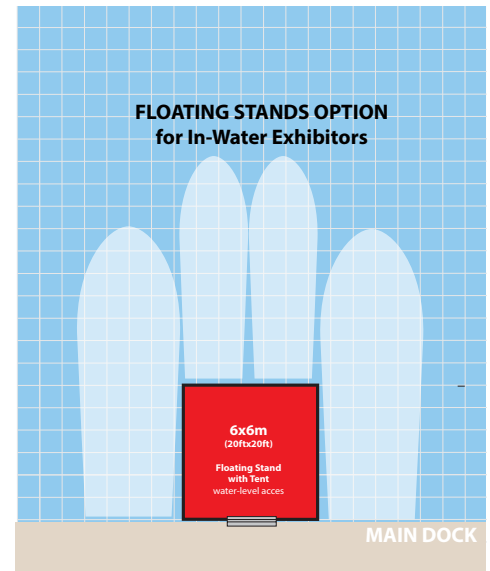
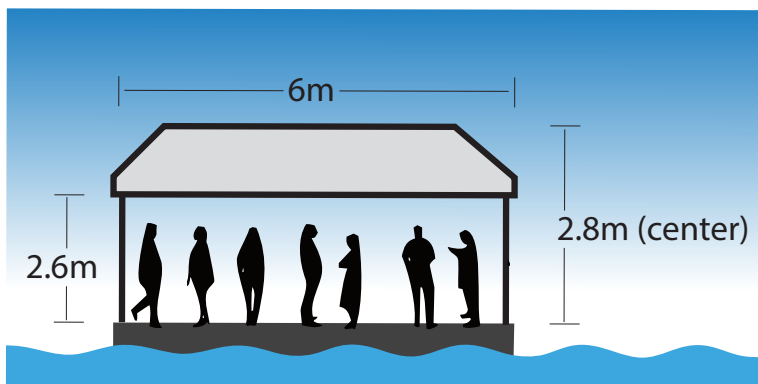


## Floating Stands:

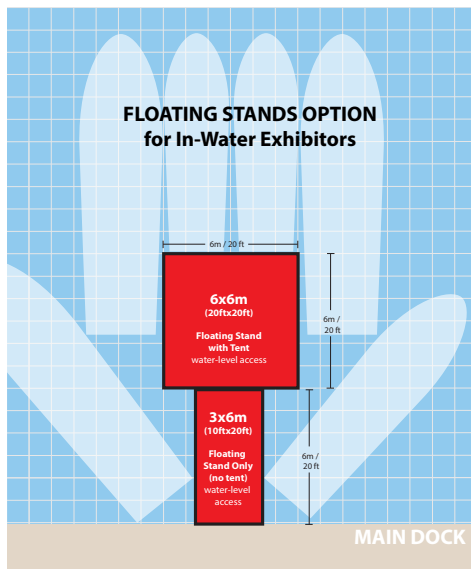
Private Showroom and Meeting Space on the water. Host private events, entertain a captive audience while surrounded by the best view of the show. All floating platforms have water-level access.

**6m x 6m (20ft x 20ft) Floating Platform**  
Area: 36<sup>2</sup>m (400<sup>2</sup>ft)  
Includes: Electricity, lights and full tent covering.

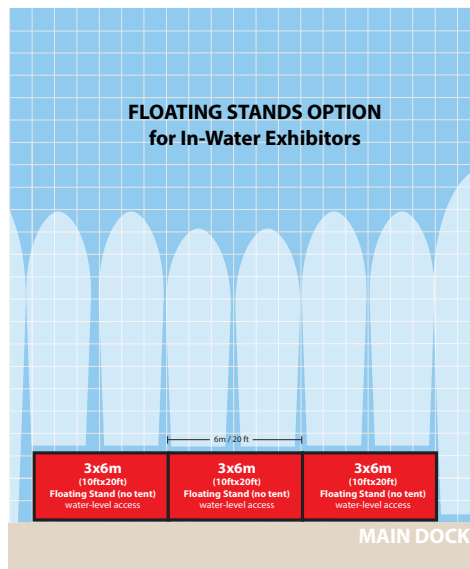
**3m x 6m (10ft x 20ft) Floating Platform (no covering)**  
Area: 18<sup>2</sup>m (200<sup>2</sup>ft)



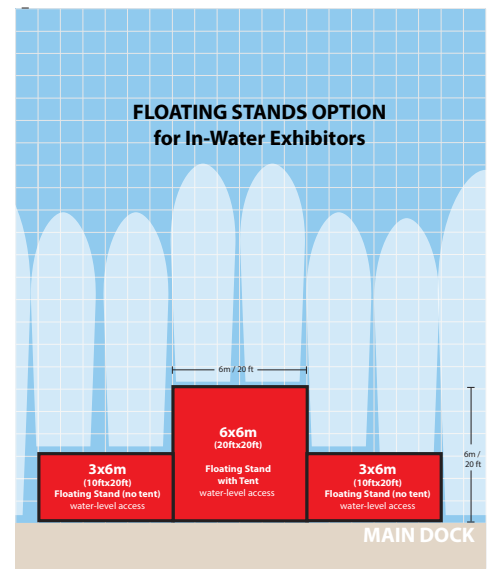
\$10,000 USD



\$15,000 USD



\$15,000 USD



\$20,000 USD

\*boat cost per foot is additional and not included.



## Shell Schemes

A cost effective package deal that includes space, graphics, structure, furniture, lighting and electricity.

### 3x3 Stand with Shell Scheme



- 3x3m (10x10ft) stand
- 1 - facia graphic
- 2 - three rear panel graphics
- 3 - one lockable reception counter w/graphic
- 4 - one table and three chairs
- lighting + one double electrical plug
- cleaning

\$2,500 USD

### 3x6 Stand with Shell Scheme



- 3x6m (10x20ft) stand
- 1 - two facia graphics
- 2 - six rear panel graphics
- 3 - two lockable reception counters w/graphics
- 4 - one table and four chairs
- lighting + one double electrical plug
- cleaning

\$4,500 USD

### 3x9 Stand with Shell Scheme



- 3x9m (10x30ft) stand
- 1 - three facia graphics
- 2 - nine rear panel graphics
- 3 - two lockable reception counters w/graphics
- 4 - one table and four chairs
- 5 - storage closet
- lighting + two double electrical plugs
- cleaning

\$6,500 USD



## Exhibitor Application for Space / Agreement & Payments

Company Name for Invoicing: \_\_\_\_\_ EIN: \_\_\_\_\_

Billing Contact: \_\_\_\_\_ Tel: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_ Cell: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Show Contact: \_\_\_\_\_ Tel: \_\_\_\_\_

Show Contact Email: \_\_\_\_\_ Cell: \_\_\_\_\_

### Land Exhibit Areas:



#### EXHIBITOR SHELL SCHEME STAND (turnkey stands - see page 13)

Includes space, rear panel printed graphics, lockable reception counter with printed graphic, table and chairs, fascia graphic, lighting and electricity

- |   |             |  |              |
|---|-------------|--|--------------|
| <input type="checkbox"/> 3m x 3m Shell Scheme | \$2,500 usd | <input type="checkbox"/> 3m x 12m Shell Scheme | \$8,500 usd  |
| <input type="checkbox"/> 3m x 6m Shell Scheme | \$4,500 usd | <input type="checkbox"/> 3m x 15m Shell Scheme | \$10,500 usd |
| <input type="checkbox"/> 3m x 9m Shell Scheme | \$6,500 usd | <input type="checkbox"/> 3m x 18m Shell Scheme | \$12,500 usd |



#### STANDARD STANDS (area 7 and boats on land)

Includes tent (2.4m high), lights and one double electrical outlet (120V 60Hz) every 3m (10ft).

- |  |             |   |              |
|--|-------------|---|--------------|
| <input type="checkbox"/> 3m x 3m (10ft x 10ft) | \$1,500 usd | <input type="checkbox"/> 3m x 12m (10ft x 40ft) | \$6,000 usd  |
| <input type="checkbox"/> 3m x 6m (10ft x 20ft) | \$3,000 usd | <input type="checkbox"/> 3m x 18m (10ft x 60ft) | \$9,000 usd  |
| <input type="checkbox"/> 3m x 9m (10ft x 30ft) | \$4,500 usd | <input type="checkbox"/> 3m x 24m (10ft x 80ft) | \$12,000 usd |
| <input type="checkbox"/> 6m x 6m (10ft x 40ft) | \$6,000 usd | <input type="checkbox"/> Other dimension: _____ |              |

Choose three location options from the map on page 10:

Option One: \_\_\_\_\_ Option Two: \_\_\_\_\_ Option Three: \_\_\_\_\_

We will make every effort to accommodate you in one of your desired locations but cannot guarantee. Locations are on a first come first serve basis.

### In-Water Exhibits:

In-Water Exhibit Number of boats: \_\_\_\_\_ Total linear feet of boat space requested: \_\_\_\_\_ x Rate \$50 usd = Total \$ \_\_\_\_\_ usd

6m x 6m (20 ft x 20 ft) Floating Stand. \$10,000 usd ea. Other dimension: \_\_\_\_\_ **Deposit must be received by September 1st, 2025**

What products/services will you be exhibiting? \_\_\_\_\_

List brand names: \_\_\_\_\_

Our company is a:

- |  |                                     |   |   |   |
|--|-------------------------------------|---|---|---|
| <input type="checkbox"/> Manufacturer    | <input type="checkbox"/> Retailer   | <input type="checkbox"/> Brand                        | <input type="checkbox"/> Manufacturers Rep. | <input type="checkbox"/> Water Sport Attraction |
| <input type="checkbox"/> Marine Services | <input type="checkbox"/> Dealer     | <input type="checkbox"/> Tourism / Destination        | <input type="checkbox"/> Hotel/Resort       | <input type="checkbox"/> Insurance Underwriter  |
| <input type="checkbox"/> Marina/Boatyard | <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Outfitter/Guide Service/Club | <input type="checkbox"/> Charter Operation  | <input type="checkbox"/> Other: _____           |

☐ We intend to retail "over the counter" at our exhibit.☐ We prefer to / ☐ not to (mark one) exhibit next to the following companies: \_\_\_\_\_

(Every attempt within the allocation procedures will be made to satisfy your request; preference does not confirm the requests can be satisfied)

Upon signing below, Exhibitor agrees to be bound by and acknowledges that all terms, conditions and obligations of Exhibitor under this Exhibitor Application for Space (Agreement) shall be binding upon Exhibitor from the date that Exhibitor or its representative executes this Agreement, irrespective of whether Exhibitor has yet received CIBSME's acknowledgment of the Agreement. This binding Agreement includes all the terms on both the face of this application and the Terms, Rules and Regulations on the reverse side of this application including CIBSME's Allocation Procedures and Display Guidelines ("the Terms and Conditions"). The Exhibitor agrees to be bound by all such Terms and Conditions. Any Exhibitor requests for cancellation or cutbacks and any space changes are subject to these Terms and Conditions. By signing and submitting this form to CIBSME, the Exhibitor acknowledges, agrees and consents to receipt of notices from CIBSME and its affiliates by email, using the contact information set forth on this form. In the event of any conflict between this Agreement (or any portion thereof) and any other agreement or Exhibitor purchase order, now existing or hereafter entered into between Exhibitor and CIBSME, the terms of this Agreement shall prevail.

**Payment Terms: 40% due with agreement to secure space, 60% balance due on October 31, 2025**

Your Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Submit to: CIBSME@intl-advertising.com Phone: +1 305-499-9000  
 PIM, INC 3849 NE 169 Street, Suite 209 North Miami Beach, Florida 33160-3227

## Presenting Sponsor: La Isla Cancun

Your logo will be the predominate Brand associated with the Cancun International Boat Show through its marketing and at the event.

### SPONSORSHIP INCLUDES:

- Exclusive Naming Rights
- Your brand on all appearances and mentions across all platforms during the length of the agreement (up to one year): TV, social, mobile, press, radio, digital, billboards, emails, website, etc.
- Branding during the event on all totems including entrance totems, fence banners, and directory totems
- Branding on credentials (badges) and lanyards, digital tickets and passes, website banner (above the fold) on home page and tickets shop page
- 50 VIP passes to the Luxury Lounge  
100 entrance tickets the boat show
- Exclusive area for your brand at CIBSME
- Your logo on all printed materials, email campaign, two-page ad in the show directory
- Mentioned in all communications: press releases, emails and advertising
- Live mentions during the show
- Targeted social media and email marketing campaign
- Registration and Ticketing package Integrated Ribbon Cutting Ceremony

\$35,000 usd



NEWS RELEASES



BILLBOARDS



RADIO SPOTS



MARKETING FUNNEL



PAID MEDIA ADS



MAGAZINES & NEWSPAPERS



BANNER AD



PHOTO BOOTH



ENTRANCE TOTEM



LIVE MENTIONS



50 VIP TICKETS TO THE LUXURY LOUNGE

## La Isla Sponsorship Package at CIBSME

### ADMIRAL SPONSOR

- Main VIP Lounge: 6m x 12m
- Logo on entrance totems
- Logo on perimeter banners
- Logo on directory totem
- Full-page ad in show directory
- Website banner (static)
- Logo on electronic materials (web, email, videos)
- Logo on print collateral
- VIP Lounge Passes: 20
- Marina Dock Passes: 20

\$25,000 usd

### CAPTAIN SPONSOR

- Booth space: 3m x 6m
- Logo on perimeter banners
- Logo on directory totem
- Half-page ad in show directory
- Logo on website
- Logo on electronic materials (web, email)
- Logo on print collateral
- Luxury Lounge Passes: 15
- Marina Dock Passes: 50

\$15,500 usd

### DOCK PARTY 3 HOUR COCKTAIL

- Space & location tbd
- Logo on 3 sides of space
- Logo on perimeter banners
- Logo on directory totem
- Full-page ad in show directory
- Logo on electronic materials (web, email)
- Logo on print collateral
- Luxury Lounge Passes: 10
- Marina Dock Passes: 50

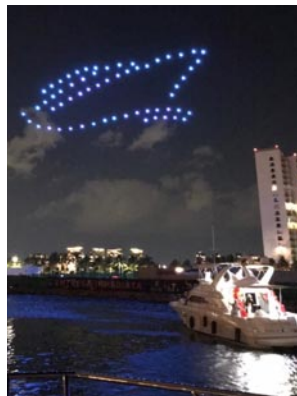
\$6,000 usd

### PRIVATE EVENTS

- Reserve the VIP Lounge
- Conference Room
- Host a Roof-top Party
- Invite guests aboard the Caribbean Queen 200 passenger catamaran
- A Drone Show

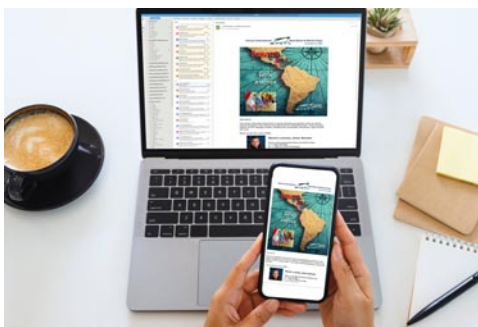
¡Host your private event at the Cancun International Boat Show!

Contact us for more information.





## Email Campaigns



¡Feature your brand at the Cancun International Boat Show!

- Dedicated Email \$800 usd  
(1) fully dedicated email
- Featured Email Mention \$350 usd  
(2-3) sentences in an email
- Logo Feature \$50 usd per email  
Appears in Footer + links to a designated URL

Total Contacts  
**11.3K**

Email Open Rate  
**32%**

## Advertising Opportunities



¡Feature your brand at the Cancun International Boat Show!

Staff uniforms	\$3,500 usd
Wrist Bands	\$2,000 usd
Totem Ad 4x8ft (120x240cm)	\$600 usd
Lanyards for badges	\$1,500 usd
Badges	\$1,500 usd
Drone Show Exclusive	\$10,000 usd
Oversized banner (prime locations)	quoted
Tear-drop banner	\$300 usd
Perimeter banner 4x8ft (1.20x2.40m)	\$500 usd
VIP Tote Bags printed with your logo	\$4,000 usd



## Directorio del Boat Show (impreso)

¡Presenta tu marca en el Salón Náutico Internacional de Cancún!

Incluye tu negocio en este hermoso artículo para llevar impreso por la Revista ABORDO.

Distribuido en la feria y disponible en línea.



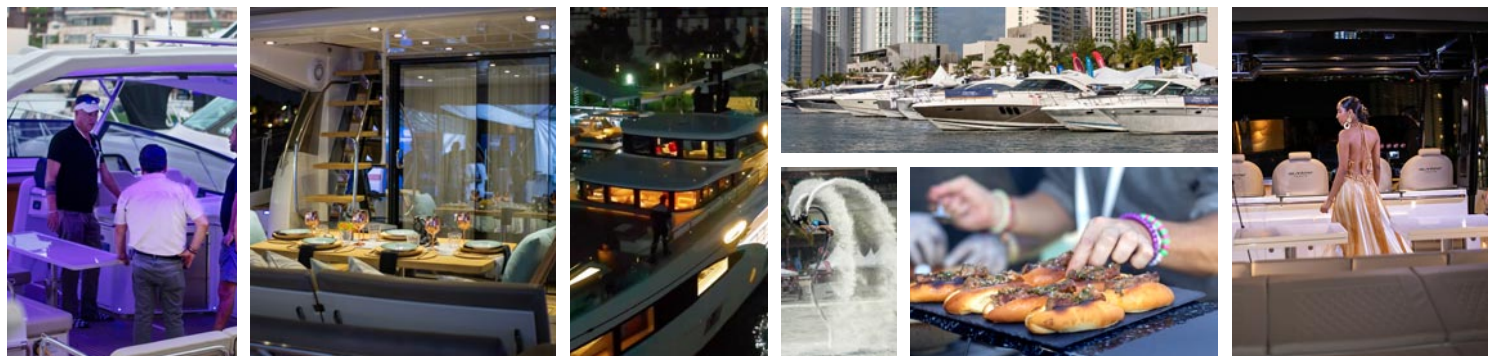
### Tarifas:

Contraportada	\$1,500 usd
Dos paginas en el directorio	\$1,500 usd
Una pagina en el directorio	\$900 usd
Media pagina en el directorio	\$500 usd
Cuarto de pagina en el directorio	\$350 usd



## RESERVE YOUR SPACE TODAY AT THE CANCUN INTERNATIONAL BOAT SHOW

[www.CIBSME.com](http://www.CIBSME.com)



For more information about exhibiting and sponsorship opportunities contact:



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Show Director  
T: +1 305 499-9000  
M: +1 786 271-0606   
E: [steven@intl-advertising.com](mailto:steven@intl-advertising.com)



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M: +1 954 297-5588   
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## CANCUN INTERNATIONAL BOAT SHOW TERMS, RULES AND REGULATIONS

Rules and Regulations related to the allocation of space and show display guidelines are all those adopted by the Cancun International Boat Show (CIBSME) and are a binding part of the Exhibitor contract. These rules are printed herein. These terms, rules and regulations and any later additions, corrections or clarifications made by CIBSME are a binding part of the Exhibitor contract. Publishing International & Marketing, Inc (PIM) is the official producer of the show (CIBSME).

### 1. ADMISSIBLE EXHIBITS

a) Exhibitor agrees to display only late-model-year boats and marine related products. Exhibitor will not display any product or signage without the endorsement or approval of the manufacturer. Exhibitor represents that it has full authority and all approvals necessary to display and sell its products at this show.

b) CIBSME reserves the right to determine the eligibility of any company, product, signage, or material for inclusion in the show. No exhibitor shall exhibit, or permit to be exhibited in the space allocated to them, any product, merchandise, signage or display material other than that specified in this application.

c) Exhibitor agrees that CIBSME may remove any exhibits that it determines are of a disruptive, objectionable or inappropriate nature.

d) Exhibitor represents and warrants that all displayed products comply with all applicable Mexican laws, regulations and consent decree or other mandatory requirements, including any applicable safety standards.

### 2. PAYMENT FOR SPACE AND OTHER PRODUCTS, SERVICES & DUES

a) Rate applies only to space occupied by the member's own products.

b) Exhibitors must return their exhibit space contract and deposit by the initial deadline in order to retain their right of first refusal for their previous year's exhibit space. Right of first refusal does not apply to new shows, new venues, and show floor reallocations that may occur from time to time.

c) Exhibitors must be in Good Standing. Good Standing requires 100% of exhibit space to have been paid, all space deposits for the show to have been made, and all other balances for products and services.

d) Exhibitors who fail to make space payments in accordance with the terms on page one will not be considered for space increases, location changes, or upgrades of any kind and are subject to space reassignment, cutback, or cancellation without credit or refund.

### 3. CANCELLATIONS, CUTBACKS, and SPACE CHANGES

a) Should the Exhibitor wish to cancel this contract, the Exhibitor must contact CIBSME and notice of the cutback or cancellation must be confirmed by CIBSME. A contract cancellation penalty representing all or a portion of the total contract price will be assessed according to the following formula: 25% contract penalty 1 day past the first payment deadline date (as noted on the front of this contract) 75% contract penalty 1 day past the second payment deadline date (as noted on the front of this contract). If Exhibitor deposits received to date are in excess of the contract penalty, then Exhibitor will be entitled to a credit for this difference. This credit may be applied to any outstanding invoice for a past CIBSME Show or service or used as a deposit for show space. It may not be used for a different show in a different market, and must be used within 12 months of written notice of cancellation. Credits will not be paid in cash. If Exhibitor deposits received to date are less than the contract penalty, Exhibitor must remit a payment for this shortfall to CIBSME once the cancellation or cutback has been confirmed.

b) For all Exhibitors requesting a space reduction, CIBSME reserves the right to relocate the exhibit or reconfigure it as determined by CIBSME. In the event that show space must be reallocated after contracts have been accepted and signed, CIBSME has the right to relocate the Exhibitor's space.

### 4. DISPLAY CHARACTERISTICS

See Admissible Exhibits

### 5. LATE ARRIVALS

Exhibitors arriving for set-up after their scheduled installation time can be relocated to any location specified by CIBSME or, if no alternative is available, are required to forfeit their show participation rights.

### 6. SUBLEASING

Exhibitors may not sublease their space. Sublease in this use includes renting, sharing, donating or in any way allowing another company or person to display or advertise in an exhibitor's space. Non-exhibiting firms may not place stickers, placards, or other signs anywhere in the show.

### 7. BEVERAGES (ALCOHOLIC AND NON-ALCOHOLIC) - OUTSIDE BEVERAGES ARE NOT PERMITTED

CIBSME is the exclusive on-site source for all beverage and bar services at CIBSME. ALL EVENT ALCOHOL AND NON-ALCOHOLIC BEVERAGES ARE PROVIDED BY CIBSME. Beverages are not permitted on premises unless purchased through CIBSME. Beverages may not be brought in or delivered to CIBSME for personal consumption. Exhibitors planning to distribute food and beverages, whether manufacturer or distributor, must make arrangements with CIBSME in advance.

### 8. SALE OF MERCHANDISE

CIBSME reserves the right to limit over-the-counter sale of products for delivery at the show to designated areas. Exhibitor is solely responsible for registering for, collecting, and reporting appropriate sales taxes.

### 9. LIABILITY RELEASE, WAIVER/INDEMNIFICATION/CHOICE OF LAW & FORUM/ATTORNEY FEES

a) Exhibitor releases CIBSME, its contractors and their respective directors, officers, employees, agents, and members, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of exhibitor or to any other person or any loss of or damage to any property of exhibitor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to exhibitor's participation in the event, and the exhibitor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto.

b) Exhibitor, without regard to assignment, lease, sublease or dealer occupancy shall indemnify, hold harmless, defend and reimburse the Cancun International Boat Show, CIBSME, and their managers, contractors, directors, officers, employees, and agents, and each of them ("Indemnitees"), from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages, costs or expenses, of whatsoever kind and nature, including judgments, interest and reasonable attorney's fees, costs of litigation, and all other costs, expenses and charges, which Indemnitees incur or may incur for any reason resulting from, relating to or arising out of Exhibitor's participation in the event, including but not limited to:

(i) the negligence, gross negligence, intentional misconduct or criminal acts or omissions of indemnitor in the performance or breach of this Agreement. (ii) the breach by Exhibitor and/or its Contractors, their directors, officers, employees, agents or Exhibitor's contractors, or any of them, of any representation or covenant set forth herein; (iii) any injury to or death of any persons, or any loss of, through theft or otherwise, or damage to, property arising in any way in connection with the use and enjoyment by the Exhibitor, or any other person or entity present with the permission, express or implied, of Exhibitor of the space, equipment or the show space or hall; (iv) the use of equipment, devices furnished to or used by the Exhibitor, or other persons in connection with the show, or the use of the space, provided that the foregoing indemnification shall not apply where the damage, injury or loss results solely from the gross negligence or willful misconduct of the show sponsor, CIBSME or their respective employees or contractors.

c) This Agreement shall be governed by and construed in accordance with the substantive laws of the State of Florida without regard to its rules regarding conflicts of laws or any other law or rule that would cause the laws of any jurisdiction other than the State of Florida to be applied. Any disputes arising out of or related in any way to this Agreement, its performance or breach, including but not limited to actions seeking equitable relief, shall be brought exclusively in, and the parties to this Agreement hereby consent to submit to the personal jurisdiction of, the courts of the state of Florida located in Miami-Dade County. Exhibitor waives any objection based upon lack of personal jurisdiction, improper venue, or forum non conveniens. Each party hereby waives its right to a jury trial in the event of any such litigation. Neither party shall have any liability to the other for punitive, incidental, or consequential damages, including, but not limited to, loss of profit, revenue, or enterprise value, as a result of a breach of this agreement, tort, or otherwise, to the full extent such liability may be disclaimed by law. In any suit or action brought

concerning this Agreement, its interpretation, performance or breach, including but not limited to any suit or action brought against Exhibitor by CIBSME for the collection of fees or other sums due CIBSME pursuant to this Agreement, the prevailing party's costs of such action, including reasonable attorneys' fees, shall be paid by the other party. The terms of this provision shall survive the termination or expiration of this Agreement.

d) Attorney Fees - Any litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort, or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party shall be awarded its reasonable attorney fees, and costs and expenses incurred.

### 10. ACTS OF GOD

CIBSME shall have no liability to Exhibitor whatsoever for any matter or thing resulting from acts of God, (including, without limitation, fire, flood, earthquakes, hurricanes and tornadoes) or other events beyond the parties control, (including, without limitation, war, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, or infectious disease); except that if such events prevent Exhibitor's show space being made available to Exhibitor, CIBSME shall return to Exhibitor payments made by Exhibitor after deducting therefrom a pro-rata share of expenses incurred in connection with said Show.

### 11. INSURANCE

a) CIBSME shall not be responsible for any loss of or damage to any property of the Exhibitor for any reason, including theft, unless such loss or damage is caused solely by the gross negligence of CIBSME or any of its employees. Exhibitor is required to follow and use all of the security arrangements made by CIBSME for property and valuables when the show is not open. In addition, Exhibitor is required to provide and keep in force during the show period, including move-in and move-out periods, the following insurance:

i) Worker's compensation and employer's liability insurance covering its employees in the state in which the show is being held, in accordance with the statutes, rules and regulations promulgated by that state's governing authorities.

ii) Commercial General Liability Insurance (or its equivalent) including Products/Completed Operations, Personal and Advertising Injury, with a per occurrence limit of not less than US\$1,000,000

iii) Exhibitors using owned, leased, rented or borrowed vehicles on or within the venue are required to have Automobile Liability Insurance with a per occurrence limit of not less than US\$1,000,000 and other parties as delineated in the sample insurance certificate provided to Exhibitor, as Additional Insured's.

b) The Exhibitor understands that neither the Publishing International and Marketing nor La Isla Cancun maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. The Exhibitor waives any rights of subrogation available to Exhibitor or its insurance underwriters.

### 12. COPYRIGHTS AND OTHER INTELLECTUAL PROPERTY RIGHTS

Exhibitor hereby assumes all responsibility for, and all costs and expenses arising from, Exhibitor's or Exhibitor's agents' or employees' incorporation or use during the Event of any music, written material, dramatic rights, inventions, devices, products, or similar items that are the subject of any copyright, trademark, service mark, trade name, patent, trade secret franchise or other contractual or statutory protection. Exhibitor agrees to indemnify, defend and hold harmless CIBSME and its directors, officers and employees from any claims, damages, costs or expenses, including, without limitations, attorneys' fees and expenses, incurred by any of them that arise out of or in connection with such incorporation or use, including but not limited to any action brought by any licensing organization for playing copyrighted music.

### 13. RULES AND REGULATIONS

a) CIBSME shall have the power to adopt, amend, interpret, and enforce all show terms, rules and regulations with respect to the operation and conduct of the Show, including but not limited to those regarding the kind, nature, and eligibility of all exhibitors and exhibits at the Show and the marketing activities of exhibitors with respect to the Show. Any exhibitor observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any applicable CIBSME terms, rules and regulations, will be asked to leave immediately. Additional penalties may be applied. Exhibitor shall comply with all show terms, rules and regulations, and with all pertinent and applicable laws, codes and regulations, federal, state, municipal and local, which affect the show space. Exhibitor's failure to comply with such laws, terms, rules and regulations shall entitle CIBSME to terminate CIBSME's obligations under this contract and remove Exhibitor from the show or shut down or darken Exhibitor's space. CIBSME's decision on all such matters shall be final.

b) Exhibitor's advertising and marketing of its participation in the Show in any medium, including but not limited to such activities on websites owned or controlled by Exhibitor and elsewhere on the internet, shall comply with all contracts and shall not infringe or otherwise misuse CIBSME's trademarks (show logo mark) and other intellectual property. If, in the reasonable belief of CIBSME, (i) Exhibitor's activities infringe any of the CIBSME Marks, or (ii) Exhibitor's activities, including Exhibitor's using, without permission, the CIBSME Marks on websites or in domain names, met tags, hypertext links, or any search engine sponsored links or search engine advertising programs (e.g., Google AdWords, Facebook), are likely to cause confusion, mislead, or deceive, as to the source affiliation, connection, or association of CIBSME with Exhibitor or its goods, services or other commercial activities, including but not limited to diverting away from CIBSME's boat show websites and to Exhibitor's website web searches using the CIBSME Marks, CIBSME reserves the right to cancel Exhibitor's space and revoke seniority points for future boat shows. CIBSME's decision on all such matters shall be final.

c) No failure by CIBSME to enforce, or any delay in the enforcement of, any rules, regulations, laws or any right, power or remedy that CIBSME may have under this Agreement shall impair any right, power or remedy that CIBSME may have under this Agreement.

d) Exhibitor agrees that it shall at all times comply with all applicable laws of Mexico in connection with its activities, including laws for the protection of personal information.

### CANCUN INTERNATIONAL BOAT SHOW RULES & REGULATIONS

a) Motorized Vehicles are not permitted in Boat Show exhibits without Show Manager's written approval.

b) La Isla Cancun has additional guidelines that will be available on the show website.

c) Protection and Indemnity (P&I) insurance is required for any one vessel in an amount not less than \$5,000,000 with regard to yachts or vessels moored and used for demonstration rides at or from the Marina Basin. Coverage shall be extended to Masters, crew members, and other employees or persons.

d) Hull coverage is on an All Risk basis for any yachts or vessels in the amount not less than 100% of the full replacement value or market value.

e) Personal Property included on any yachts or vessels moored and/or used for demonstration rides from La Isla Cancun.

f) There shall be a Waiver of Subrogation (by written agreement) waiving all rights against the La Isla and/or CIBSME.

g) A Certification of Insurance indicating Waiver of Subrogation shall be returned along with signed contract to CIBSME prior to the show move-in indicating such insurance is in force for any or all of the above, with a 30 day notice of cancellation or material change to CIBSME.

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