

# INTERNATIONAL BOAT SHOW

The 7th Annual International Boating, Yachting, Maritime, Water Leisure & Luxurious Lifestyles Expo **WWW.GOABOATSHOW.BIZ**



### Some Highlights

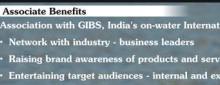
- Best prices for world-market leaders.
- Sea trials to check out the world's best.
- Supported by the Government & Industry.
- Over 200 international brands represented.
- Largest boat show & maritime event in India.
- Million \$ worth of business enquiries in 3 days.
- Over 5,000 business visitors / Quality Target Audience.

### GIBS '10 supported by:



Special Assistance: **INDO-ITALIAN Chamber of Commerce & Industry**, **KOTRA** (Kerala Exporters & Importers Association), **MARINEX** (Maritime Expo on Shipbuilding & Repair, featuring the Indian Navy, Coast Guard...)

### Brands represented from:

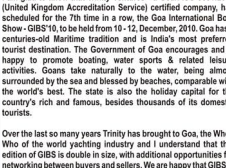


### Ahoy Aboard! Lets Meet in Goa ...



Cesar Menezes, President  
 \* Goa Chamber of Commerce & Industries  
 \* Board Sailing Association of India  
 \* Yachting Association of India

### GIBS '09 - Special Thanks



**GIBS '10 MESSAGE**  
 I am glad to know that Trinity Ventures - a Goan ISO 9001:2008 (United Kingdom Accreditation Service) certified company, has scheduled for the 7th time in a row, the Goa International Boat Show - GIBS '10, to be held from 10-12, December, 2010. Goa has a centuries-old Maritime tradition and is India's most preferred tourist destination. The Government of Goa encourages and is happy to promote boating, water sports & related leisure activities. Goans take naturally to the water, being almost surrounded by the sea and blessed by beaches, comparable with the world's best. The state is also the holiday capital for the country's rich and famous, besides thousands of its domestic tourists.

Over the last so many years Trinity has brought to Goa, the Whos Who of the world yachting industry and I understand that this edition of GIBS is double in size, with additional opportunities for networking between buyers and sellers. We are happy that GIBS is not just a major highlight on India's boating calendar, but more importantly, it is on the prestigious IBI calendar of world water events. Goa tourism looks forward to extend all co-operation to exhibitors and visitors of GIBS to ensure it is a grand success.

I extend my good wishes and enthusiastic support to the organisers, wishing them the very best for GIB '10.

Minister for Tourism, Housing & Captain of Ports  
 Government of Goa. **Shri. Nikarsh Holkar**

Tariff	Type	Size	Tariff
Rs. 6,000 per sq mt (Shell Scheme)	A	9 sq mt (3 X 3 mt)	Rs. 54,000/-
Rs. 5,000 per sq mt (Stall Space)	B	18 sq mt (6 X 3 mt)	Rs. 1,08,000/-
	C	6 sq mt (3 X 2 mt)	Rs. 36,000/-
	D	12 sq mt (6 X 2 mt)	Rs. 72,000/-
	E	24 sq mt (6 X 4 mt)	Rs. 1,44,000/-
	F	36 sq mt (6 X 6 mt)	Rs. 2,16,000/-
	G	Wet Display	Rs. 50,000/-

+ service tax as applicable



**www.goaboatshow.biz - The Waters for Business & Pleasure**

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 URL : [www.trinityworld.biz](http://www.trinityworld.biz)

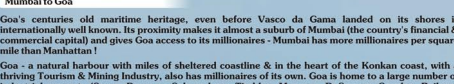
Associate Benefits  
 Association with GIBS, India's on-water International Boat Show offers sponsors numerous benefits:

- Network with industry - business leaders
- Raising brand awareness of products and services
- Entertaining target audiences - internal and external
- Integrating with other marketing activities - huge PR opportunity.



Sea Trials & On-Water Displays at GIBS

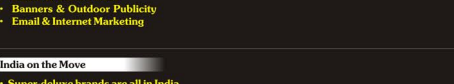
Companies associating with GIBS link in with the following values:  
 Exclusivity; Luxury; Party; Fun; Fantasy; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; Sport...



GIBS Networking Dinner Held Abode Casino Royale

### Sponsorships

We have developed packages to suit differing levels of needs, ranging from Rs.15,00,000 (US\$ 30,000) upto Rs.4,00,000 (US\$ 8,000), with a variety of media exposures and publicity pre / post / during the event.



Be Part of the Success...



H.E. Shri SC Jamr, Governor of Goa at the inauguration of Boat Show + Marinex  
 Shri Digambar Kamat, Chief Minister of Goa inaugurating Trinity's last event

### Highlights

- Supported by the Government.
- Largest maritime & boat show in India.
- Over 100 international brands represented.
- Rs. Million worth of business transacted in 3 days.
- Over 5,000 business visitors / Quality Target Audience.
- Domestic and international media coverage for concurrent activities.

### Some Villa Owners in Goa:

Super Stars - Remo, Sachin Tendulkar, Shahrukh Khan, Shashi Kapoor, Akshay Kumar, Nana Patekar, Lara Dutta, Pooja Bhatt, Neha Duphia, Celina Jetley, Celebrities including Vijay Malhya, Parmeshwar Godrej, Naresh Trehan, Nakul Anand, Mahesh Bhupati, Pranoy Roy, Piyush Pandey, Peter Mukherjee, Fashion personalities Wendell Rodricks, Manovikas Khosla, Tarun Tahiliani, Ritu Kumar, Malini Ramani, Prasad Bidapa, Farrokh Chothia, etc.

### Mumbai to Goa

Goa's centuries old maritime heritage, even before Vasco da Gama landed on its shores is internationally well known. Its proximity makes it almost a suburb of Mumbai (the country's financial & commercial capital) and gives Goa access to its millionaires - Mumbai has more millionaires per square mile than Manhattan!

Goa - a natural harbour with miles of sheltered coastline & in the heart of the Konkan coast, with a thriving Tourism & Mining Industry, also has millionaires of its own. Goa is home to a large number of industrial magnets (Sesas, Dempos, Salgaonkars, Timblos, Menezes, DeSouzas, Caculos, Raikars, Kamats, Naiks, etc.) and corporates or pharma companies, including DLink, Cipla, Ranbaxy....

Not forgetting - Goa's exclusive politicians & NRI community. The Mormugoa Port Trust, Goa Shipyard & maritime giants, like Chougules are an industry in itself.

### Here is what INDIA BOATING has to say...

India is home to 83,000 millionaires and growing. That's not in Rupee but in Dollar terms. What's more, the number of people with over US \$1 million in net assets grew last year at a roaring 19.3%, the world's second fastest growth. At that rate, another 16,000 millionaires will be added to the list next year. These were the findings of the Merrill Lynch-Capgemini 10th World Wealth Report.

Spearheaded by annual growth of 8%, India is expected to become the fourth largest economy by 2025 and the third largest by 2050, behind only the US and China, according to recent Goldman Sachs projections. Nowhere is this burgeoning power and prosperity more discernible than in the raging demand for luxury goods.

### MEGA MEDIA CAMPAIGN

The show is promoted extensively through multi-pronged strategies, pre-during-post event:

- Presidential Invites to Associations & Professionals
- Newspaper & Industry Journals
- Direct Invitations & Television
- Radio & Other Media
- Banners & Outdoor Publicity
- Email & Internet Marketing

### India on the Move

- Super-deluxe brands are all in India.
- India has the second-fastest growing HNI population in the world.
- The BSE Sensex has broken all records - crossing the 17,000 mark.
- Personal consumption is 67% of GDP. Only the US is higher at 70%.
- Luxury Products In India - Half A Billion US \$ (2005) - Growing @ 20% p.a.
- World's Third Largest Consumer Class - 122 Million Individuals with Purchasing Power.
- 1.2 million Indians are "extremely rich", with an estimated 83,000 having net assets of over US\$ 1 million.

India's economy (9.4% growth) is booming & has now swelled to a trillion dollars - Only the 12th nation to reach this milestone. The luxury goods market in India is pegged at Rs. 24 billion & continues to grow at 30-32% It is expected to be Rs. 50 billion by 2010.



### COST EFFECTIVE TARIFFS:

Spaces are available @ Rs. 5,000/- per sq. mt. The built-up stall with a table, chair, panels, lights, fascia... would cost Rs. 6,000 per sq mt. An Expo Directory would also be published and an advertisement in the same would be Rs. 10,000 for a B&W full page. Service tax @ 10.30% is applicable on all payments. Contact for Sponsorship details.



US\$ 150 per sq mtr



### International Water Leisure Destination

Goans in themselves take naturally to the waters. But with India's water sports enthusiasts making their home over Goa's 100 Km coastline, this tiny state has the potential to become India's leisure boating capital. It has over 40 beachfront luxury resorts with an equal number under development. Goa's mining & real estate businesses are booming to add to the growing demand.

There is huge demand for boats, yachts, jetskis & watersports equipment. Goa is also home to a large number of MNCs and big business houses, like P & G, Nestle, Siemens, Coca Cola, Levers, Ciba, Wrangler, Sanofi Aventis, Knoll, Merck, Kodak, MRF, Pepsi, Philips, Greaves, Tata, Sesa, Teksid Kalyani, etc.

Among other things planned are, media meets & press conferences, VIP Preview Evening, Networking Dinner, Regatta and other sponsored events and shows. Special invites include members of various related clubs, including that of the 3rd oldest yacht club in the world, the Royal Bombay Yacht Club, set up in 1846 - who have always been supportive in the past.

### Some Brands Represented at GIBS

