

The Pre-Owned
**BOAT
SHOW**

DUBAI CREEK MARINA
3RD-5TH NOVEMBER 2023



EVENT
BRIEF
2023



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FORWARD

It gives me immense pleasure and excitement to welcome everyone back to the Dubai Creek Marina's Preowned Boat Show. It has certainly been a long wait, marked by a four-year absence from the vibrant yachting scene. We are thrilled to once again open our doors to the public, inviting passionate marina enthusiasts and potential boat owners alike to come and be part of this extraordinary event.

To ensure the success of this year's show, we carefully activated different parts of the show, creating a truly engaging experience. One highlight will be transforming the marina island into a vibrant F&B destination named the Isle of Noepe. In addition to the culinary delights, we have something special in store at QDs with the hosting of a thrilling Brews Festival with spectacular views

On the water, we are set to witness Pro Athletes from various corners of the globe competing in the first -ever international wake surf competition in Dubai Creek. This high-octane event is sure to captivate double the number of audiences compared to previous years.

Moreover, as Dubai continues to lead the way in various business realms, it is crucial for us to actively engage in this progressive journey. By curating exceptional events, we aim to contribute to Dubai's increasing reputation and simultaneously foster positive outcomes for our Industry.

In the year 2023, our primary objective was to orchestrate an event that not only attracts our regular clientele but also entices new and unfamiliar visitors to step through our gates. We aimed to captivate the attention of individuals who had never before considered the prospect of owning a boat yet harbor a hidden passion for the Waters. Our goal was to create an experience that sparks a newfound appreciation for the beauty and excitement that the maritime world has to offer.

Nonetheless, we have taken a critical look at the shortcomings of past events and made concerted efforts to rectify these issues. We are optimistic that challenges encountered, such as noise pollution from the lighting towers, will no longer persist. In addressing the issue of dark spots on the pontoons and land, we have installed low-voltage, high-performance LED lights to ensure effective illumination while mitigating any potential disruptions caused by excessive noise.

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MARKETING

The marketing strategy for the event posed its challenges, primarily due to our concerted effort to target three distinct groups of individuals and effectively inform them about the event:



The initial focus was directed towards existing yacht owners, as our past experiences from previous events revealed a trend wherein our clients consistently returned with a desire to upgrade to larger and more advanced yachts. Through our comprehensive discussions and analysis, we discerned that existing boat owners often aspire to progress to larger yachts, driven by their evolving needs and available resources. Therefore, we engaged with various marinas across the United Arab Emirates to ensure effective communication and dissemination of event information to this particular segment of clients.

The second target group comprised enthusiasts with a profound interest in experiencing the lifestyle associated with yachts, and some were even contemplating the possibility of purchasing one for themselves. To effectively engage this audience, we implemented robust marketing strategies, leveraging the power of various social media platforms to disseminate information and reach individuals interested in yacht experiences and ownership. By strategically incorporating relevant keywords, we optimized our online presence and visibility to ensure maximum outreach to this specific demographic. Additionally, we utilized traditional marketing methods to promote the Preowned Boat Show, ensuring its exposure to individuals within this category.



Our third focus centered on affluent families who prioritize quality time with their children, particularly during weekends, and recognize the value of engaging in recreational activities that strengthen family bonds. To appeal to this audience, we organized a captivating treasure hunt, designed to pique their interest and encourage their participation in the event. By integrating this exciting activity, we aimed to create a welcoming and enjoyable atmosphere that resonates with families, fostering a sense of excitement and enthusiasm. Additionally, our intention was to inspire and nurture the younger generation, fostering their interest in the maritime world and potentially cultivating them into future boat owners.

While implementing these strategies, we consistently recognized the importance of effectively announcing the event to the global community and the general public. This was accomplished through comprehensive coverage across various platforms, including prominent mentions on radio channels, extensive presence in print media, and strategic collaborations with influential personalities on social media. By leveraging these diverse communication channels, we endeavored to create widespread awareness and generate significant buzz, ultimately ensuring a broad and impactful outreach that resonated with audiences across different segments and demographics.

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THE EVENT ACCESS

The exhibitors of the event will be provided with "Neon Green" wristbands clearly marked with the word "Exhibitor" for easy identification. Each individual will receive three wristbands, ensuring sufficient access for the entire three-day duration of the event.

EXHIBITOR

The public is encouraged to download the "Viya App" in advance, as previously communicated through various media channels and pre-event announcements. To facilitate easy access and enable activation of exclusive discounts and food and beverage options during the event, please download the Viya app by scanning the following QR code.



Scan the QR Code and claim your pass today!

VIYA

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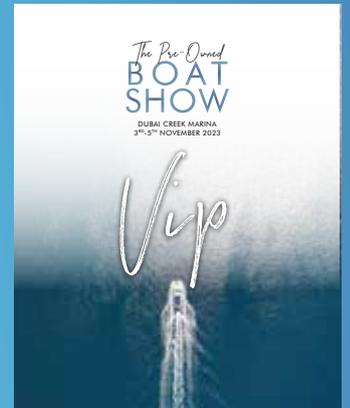
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GUEST IDENTIFICATION

As part of the Pre-Owned Boat Show, everyone plays a key role in establishing the storyline that permeates throughout the show and creates a sense of inclusion for all.

VIP

A symbol of exclusivity, the VIP badge allows its wearers to gain access to the Private Prestige Lounge where exclusive interactions with industry experts will be elevating them to the status of maritime royalty.



POSEIDON

Boat owners will receive a badge adorned with an image of Poseidon, symbolizing their mastery of the waves and earning them the title of "King of the Sea." This badge will bestow upon them the power to summon yachts of all sizes and styles to the docks, creating a captivating floating spectacle.



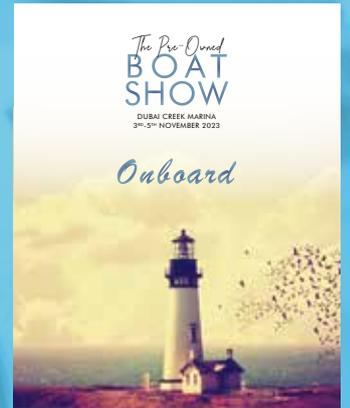
THE BLACK PEARL

The organizers of the event will proudly wear the Black Pearl badge, an elegant chest pulsating with energy. This badge will grant them the ability to orchestrate the flow of visitors, ensuring a seamless and enchanting experience for all attendees.



ONBOARD

Sponsors will proudly sport the Onboard badge, featuring a radiant lighthouse guiding ships to harbor.



SIREN

Social media influencers and hostesses will showcase the Sirens badge, a delicate shell containing a luminous pearl. This badge will empower them to mesmerize the virtual world, sharing enchanting stories that will reach audiences far and wide.

OPEN SEA

Every visitor above 12 years old will receive the Open Sea badge, a compass encased in a glass dome. This badge will open portals to immersive maritime experiences.



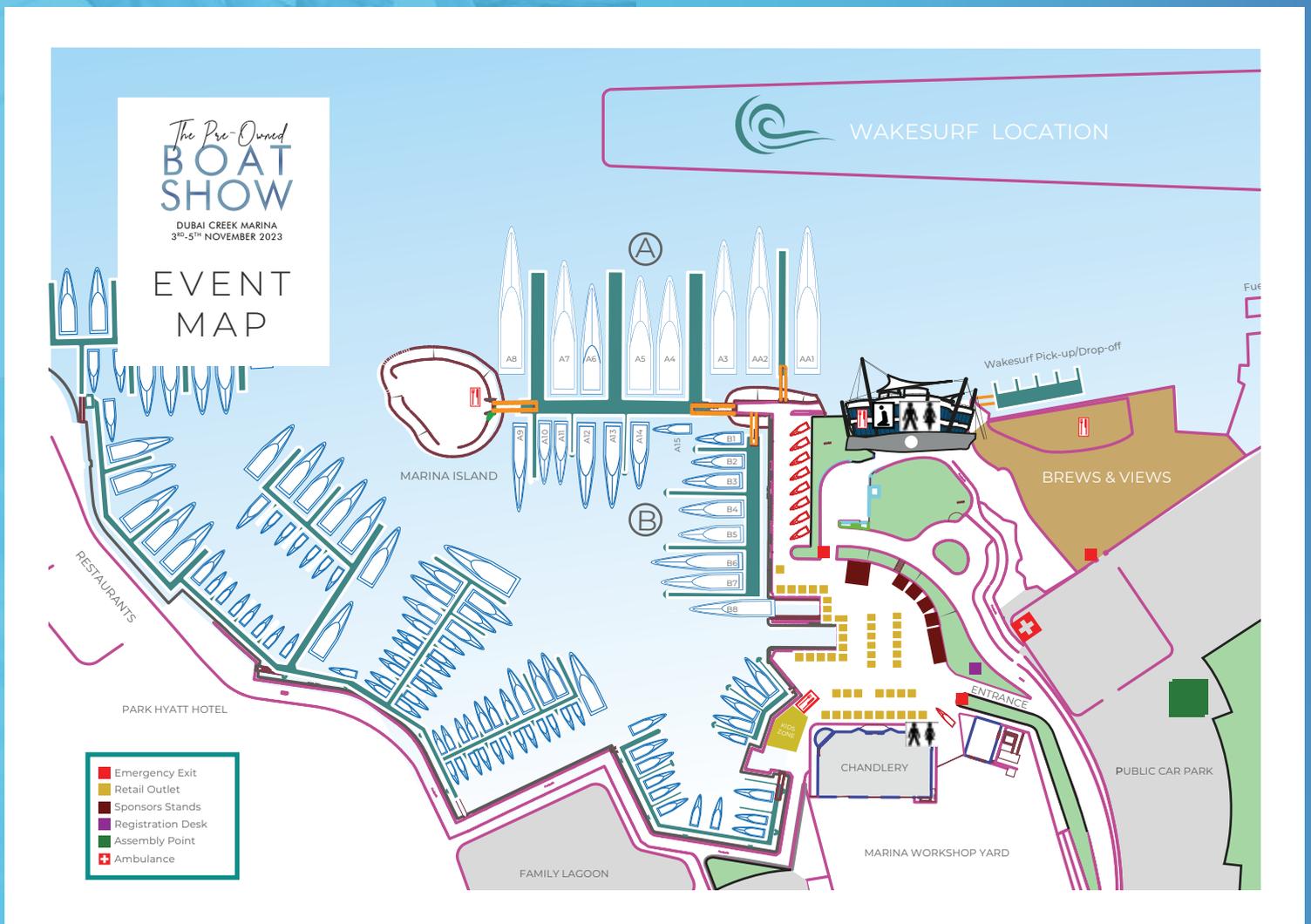
TREASURE HUNTERS

Young adventurers, aged up to 12 years, will proudly wear the Treasure Hunters badge. Resembling the quest for treasure, this badge will summon magical guides to lead them on captivating quests in search of hidden treasures nestled within Dubai Creek Marina.

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EVENT MAP



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EVENT SCHEDULE

 3RD- 5TH NOVEMBER 2023

 DUBAI CREEK MARINA

	Friday, 3 rd November	3pm - 9pm
	Saturday, 4 th November	2pm - 9pm
	Sunday, 5 th November	2pm - 9pm

EXHIBITOR EVENT

Saturday, 4th November
10pm onwards

WAKESURF CHAMPIONSHIP



Saturday, 4th November | 10pm onwards
Friday, 5th November | 10pm onwards



WAKESURF AWARDS

Sunday, 5th November
8pm - 9pm

INVITE-ONLY CLOSING PARTY

Sunday, 5th November
From 9pm onwards, at Cielo Club
Sponsored by:

**SEA
RIDERS**

The background of the entire page is a light blue-tinted photograph of a group of people on a boat. In the upper left, a woman and a man are looking towards the right. In the lower left, a man is leaning over the side of the boat, possibly handling equipment. The water is visible in the background.

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EVENT SETUP

RETAIL EXHIBITOR SETUP

Thursday, 2nd November 2023 | 10am - 6pm

RETAIL EXHIBITOR STAND REMOVAL

Sunday, 5th November 2023 | 10pm onwards

BOAT ON LAND DELIVERY

Starting, 27th October 2023 until 2nd November 2023
Between 8am - 6pm

YACHTS DISPLAY BIRTH A & B

Wednesday, 1st November 2023
Inform organizers office in advance of sailing
Power required to be addressed in advance

STANDING CONSTRUCTION

Stand construction to be addressed with organizer office

Kindly address all concerns with regards to the above with
organizers no later than 26th October 2023.

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ACCOMMODATION

If you are looking for a place to stay during the event, you have several options to choose from. The event will take place at Dubai Creek Marina, therefore the best option and the hotel with the closest proximity is:

PARK HYATT DUBAI™



To book your stay at the Park Hyatt Dubai, you can visit the link below. You can also find more information about the hotel on:

parkhyattdubai.com

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Silver Sponsors

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