



Arranged by

SweBoat

Swedish Marine Industries Federation

MARCH EDITION



2021 MARSTRAND BOAT SHOW

Welcome!

27th–29th August

**The largest in-water boat show on the Swedish westcoast
for motor- and sailboats and marine equipment**

MARSTRAND BOAT SHOW

This is the fourth year for Sweboat – Swedish Marine Industries Federation to arrange Marstrand Boat Show at the island of Marstrand, just north of Gothenburg. Our mission is to show the whole range of the industry of motor- & sailboats as well as marine equipment and services in one location.

In 2019 the show hosted 200 displayed boats from 70 exhibitors and 65 exhibitors of marine equipment and services. During the show the island was visited by approximately 30 000 persons! The show is given high grades by exhibitors (4,1 out of 5) and visitors (4,5 out of 5).

WELCOME!

We welcome exhibitors of motor- & sailboats, marine equipment and services to book your space along the docks and quays. We can't give any guarantees regarding the weather but we promise:

- Free admission for visitors
- Free parking for exhibitors and visitors in given parking areas
- Free shuttle busses to/from p-areas and ferry
- High quality and interested visitors
- Professional organization
- High level of service for exhibitors

COVID-19

We will, of course, follow the Swedish authorities guidelines regarding Covid-19 and we will continuously update with new information.

Eg. the number of visitors may need to be regulated and opening hours may change.

WHERE

Marstrand is a picturesque society in the western archipelago of Kungälv, north of Gothenburg.

The exhibition area is situated on the island of Marstrand and the boats will be moored at docks on both sides of the ferry and the tents will also be placed along the quays both to the left and right of the ferry.



WHEN

The show runs from 27th to 29th of August 2021.

Opening hours:

Friday – Saturday 10 am – 6 pm

Sunday 10 am – 4 pm

APPLICATION

Applications are made on the application form intended for each product (boat, equipment – display or equipment – direct sale). Send signed application form either by E-mail, or post.

Please note! Last day for application is the 30th of April.

We will confirm space available as soon as possible after the 30th of April.

We have the sole right to plan the exhibition area in terms of placement of boats and tents which means that exhibitors location may vary from year to year.

All exhibitor information will be sent by E-mail. In beginning of June the first exhibitor information will be sent out as well with the invoice. The participation shall be paid by the 1st of August.

CANCELLATION

Cancellation can be made **without cost until the 15th of June**. After that you pay full price for booked space, unless we have somebody waiting that can take your space instead.

Just as the application an eventual cancellation shall be made in writing.



MARKETING

Marstrand Boat Show will be promoted in Sweden and internationally. A complete media plan can be required.

ACTIVITIES

Apart from looking at boats and equipment there are other activities at the exhibition.

We offer visitors to try sailing or driving RIB boats with skilled instructors.

The island of Marstrand itself offers a lot of activities such as shopping, salty baths, lovely scenery and the Carlstens fortress.

MARSTRAND BOAT SHOW ONLINE

General information about the event, info regarding Covid-19, exhibitors, directions, pressinformation etc can be found in English at the website: marstrandboatshow.se

Marstrand Boat Show is also on Facebook – [@marstrandboatshow](https://www.facebook.com/marstrandboatshow), [facebook.com/marstrand-boatshow](https://www.facebook.com/marstrand-boatshow) and Instagram [#marstrand-boatshow](https://www.instagram.com/marstrand-boatshow). Please like us!

FOOD SERVICE FOR EXHIBITORS

There will be a canteen for exhibitors serving breakfast and lunch in the exhibition area.

ACCOMODATION

On the island of Marstrand as well as on the mainland side, Koön, accomodation is available.

There is a listing over accomodations on the website under the section "For exhibitors".

TRANSPORT & HANDLING OF GOODS

Since the show is arranged on an island we have a carefully designed working schedule how to handle exhibitors goods.

EXHIBITORS DINNER

We invite all exhibitors to our traditional and popular dinner on Friday evening. Please reserve your tickets in advance due to limited space.

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BOAT
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QUESTIONS AND INFORMATION

If you have questions regarding the event or need more information, please contact Sweboat.

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