

**Water is our common  
passion.**



**BUDAPEST  
BOATSHOW**

32nd International Boat Exhibition



**22-25 February 2024**



**hungexpo**



[www.boatshow.hu](http://www.boatshow.hu)

# BUDAPEST BOAT SHOW

The 32nd Budapest Boat Show will feature boating, yachting and sailing in the spotlight at the HUNGEXPO Budapest Congress and Exhibition Centre!

The 32nd edition of the exhibition is dedicated to all boating enthusiasts from beginner to advanced, to introduce them the range of sail, motor and electric

boat manufacturers, as well as related equipment, clothing and services available. The Budapest Boat Show allows people who are just getting to know sailing as well as experienced racers to find the information they are interested in. In addition, there is traditionally a strong focus on water sports and their equipment.

## Come and join the 32nd Budapest Boat Show!

### Reasons why it's worth exhibiting in 2024:

- Budapest Boat Show has been Hungary's greatest boating and watersports meeting place for 32 years
- Excellent opportunity to reach the target group interested in boating
- Customized services to support your presence at the exhibition
- You can showcase your products and services to national and international trade visitors and key market players
- Visitors are mobilized by a nationwide media and DM campaign
- The exhibition gives visitors an insight into the latest market innovations and developments all in one place
- Dedicated event to facilitate business and professional negotiations
- Opportunity to participate in Budapest Boat Show's Novelty Contest to support the communication of Hungarian innovations
- Exciting programmes for professionals and the public on the stage, in the Show Pool and the Programme Island
- The exhibition allows you to expand your relationship with existing customers and acquire new ones
- The Exclusive Exhibition Visit enables exhibitors to invite their VIP guests for an informal night



## Budapest Boat Show 2023



**30.000**  
VISITORS IN TOTAL

(TOGETHER WITH TRAVEL  
EXHIBITION)



**8.600**  
VISITORS



**65**  
EXHIBITORS



**100**  
BOATS



**70**  
BRANDS

# 2024



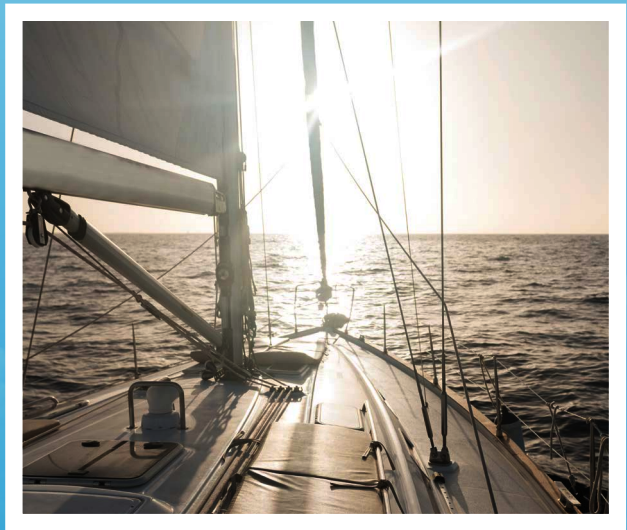
## The 32nd Budapest Boat Show at the HUNGEXPO Budapest Congress and Exhibition Centre!



### GUEST OF HONOUR - VITORLÁZZ ITTHON (SAILING HOME)

In 2024, the Sailing Home programme will be the guest of honour of the exhibition, in cooperation with the Hungarian Yachting Association and the Hungarian Sailing Academy, which aims to increase the presence of sailboats, so that everyone, from who are just getting to know sailing as well as experienced racers, can find interesting and useful information.

Following the tradition, interesting talks, stage and show pool programmes, sailboats, electric and motor boats, boat parts, the latest nautical innovations and clothing accessories will be on display during the event.



### COMMUNICATION

Nationwide media campaign in

- The professional press
- Radio channels
- Leading online news portals, newsletters
- Business and lifestyle magazines
- Billboards



### LIFEJACKET STAND PROJECT

The 30th anniversary of Budapest Boat Show presented the latest initiative of the Hungarian Lifeguard Service: free lifejackets available at the stands set up on the beaches of the towns that join the initiative. Thanks to the support of the Hungexpo and Budapest Boat Show from now on we made the beach of Balatonkenese more safe with a lifejacket stand which helps prevent the accidents occurring in water.



## CONCURRENT EVENT

In 2024 the Budapest Boat Show will welcome visitors together with the **Travel+ Exhibition** again. In 2023, Hungary's leading tourism exhibition featured **160 exhibitors of 34 countries**, showcasing their products and services to professionals and the public alike. Highlighting the variety and diversity of its programme and building on the experience of previous years, the renewed **Travel+ International Tourism Exhibition and Adventure Festival** offers experiences and inspiration for the whole family in 2024.

Active and adventure tourism is planned as the main theme of next year's exhibition and will be accompanied by several events again, including the **Caravan Salon, Blogger Corner, the Unbeaten Path Festival, the Africa Expo Budapest** and the **E-bike Test&Show** as well.



## OUR PARTNERS

**STRATEGIC PARTNER:**



**TRADE PATRON:**



**VEHICLE PARTNER:**





## PLANNED PROGRAMMES

### Theatre stage, Show pool, Programme Island

In 2024 the Budapest Boat Show, Hungary's largest land harbour will once again offer an exciting programme of professional and public events.

#### Small boat activities

- sailing simulator - with instructor, sailor, if required with wind machine pointed at the sail – education
- knot wall
- sailing quiz
- boat demonstration: ILCA, 29 ER, Optimist, RS Feva
- presentation of the Olympic Boat Classes
- introducing the Olympic Team
- presentation of the 2024 Olympics

#### Introduction of small boat stops around Lake Balaton

- Kékszalag PORT and services
- Hungarian Sailing Academy partner stops (Káptalanfüred, Csopak, Révfülöp, Keszthely, Balatonmáriafürdő, Fonyód)
- Available small boat trips on Lake Balaton – routes, attractions based on the Vitorlázás Itthon (Sailing Home) database

The **Programme Island** and the **Show Pool** offer spectacular and interactive programmes to visitors, just like in previous years!



### NOVELTY CONTEST

As Hungary's largest land harbour and season-opening grand event of boating and watersports, Budapest Boat Show is dedicated to supporting innovation. The Novelty Contest, launched eleven years ago, will continue in 2024 to help showcase the national and foreign novelties and developments in connection with boating.

Budapest Boat Show aims to support Hungarian and international innovation projects in their presentation to the Hungarian public. The materials submitted to the Novelty Contest are always evaluated by a jury of journalists and boating experts, so that visitors could see the most outstanding innovative projects at the exhibition.



### VIP NIGHT

Organized as a part of the Budapest Boat Show, this exclusive exhibition visit is an opportunity for exhibitors to invite their VIP guests to an informal evening, traditionally held on the evening of the second day of the show, after the official opening hours.



### WATERSPORTS

In 2024, we will continue to focus on exhibitors of water sports and related equipment and services, so that our visitors could find everything in connection with boating and water sports, such as sports equipment, gear, docking or charter services.

# JOIN US FOR THE GREAT SEASON-OPENING EVENT OF BOATING AND WATERSPORTS, WE ARE LOOKING FORWARD TO YOUR APPLICATION!



## DATE

22-25 February 2024



## OPENING HOURS

Thursday-Saturday: 10 am to 6 pm  
Sunday: 10 am to 5 pm



## VENUE

HUNGEXPO Budapest Congress  
and Exhibition Center  
H-1101 Budapest, Albertirsai út 10.

## EARLY-BIRD DEADLINE: 30 October 2023

If you need more information about discounted package deals, customized and sponsorship offers, please contact our colleagues or visit our website at [www.boatshow.hu](http://www.boatshow.hu).

**FINAL APPLICATION DEADLINE:** 31 January 2024

## FURTHER INFORMATION, APPLICATION

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### MARKETING MANAGER

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