

**Water is our common
passion.**



**BUDAPEST
BOATSHOW**

33rd International Boat Exhibition



20-23 February 2025



hungexpo 

www.boatshow.hu

BUDAPEST BOAT SHOW

Once again, sailing takes the spotlight at the 33rd Budapest Boat Show, Hungary's largest land port, at the HUNGEXPO Budapest Congress and Exhibition Centre!

The major event of the season-opening event of Hungarian boating and water sports takes place **between 20-23 February 2025**, together with **the Travel+ Exhibition, the Caravan Salon** and

the E-Bike Test&Show, and presents the latest innovations and developments in the field of sailing, electric and motor boats, various water sports, as well as related equipment, clothing and services. Following the traditions, there is also a strong focus on water sports and their equipment.

Come and join the 33rd Budapest Boat Show!

Reasons why it's worth exhibiting in 2025:

- Budapest Boat Show has been Hungary's greatest boating and watersports meeting place for 33 years.
- A great opportunity to reach the target group interested in shipping and to build partnerships.
- 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 eDM 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 2024



30.000

VISITORS IN TOTAL

(TOGETHER WITH
TRAVEL+ EXHIBITION)



10.000

VISITORS



65

EXHIBITORS



115

BOATS



75

BRANDS



4

DAYS

2025



GUEST OF HONOUR - HUNGARIAN MOTORIZED WATER SPORTS ASSOCIATION

The guest of honour at the Budapest Boat Show 2025 will be the **Hungarian Motorized Water Sports Association**, therefore everyone from beginners to competitors will find the information they need.

At the event, the **Hungarian Motorized Water Sports Association** will present the knowledge and future plans of the water sports through the presentation of sports equipment and active competitors in the powerboat and motosurf sections, as well as the work of the Association in the education of young talents through the Formula Future section.

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 between 20-23 February 2025.



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

The Budapest Boat Show in 2025 welcomes visitors together with the renewed **Travel+ Exhibition**. In 2024, Hungary's leading tourism exhibition hosted **more than 210 exhibitors from 45 countries**, both for the professionals and the general public.

The diverse programme of the **Travel+ International Tourism Exhibition and Adventure Festival** is being developed and enhanced, so that in addition to the Islands of Adventure, popular travellers, exciting stage programmes and a wide range of destinations, everyone can find the information most relevant to them, explore the new features of the Budapest Boat Show and the Caravan Salon and, last but not least, have a real e-bike experience on the test track.

The **main theme** of next year's exhibition is **smart tourism** and will be accompanied by a **wide variety of events**, such as **the Caravan Salon, the Blogger Corner, the Unbeaten Path Festival, the Africa Expo Budapest**, and for the third year in advance, **the E-bike Test & Show** will be held in the same time.



OUR PARTNERS

STRATEGIC PARTNER:



TRADE PATRON:



Hajóipari Vállalkozók Egylete



PLANNED PROGRAMMES

Theatre stage, Show pool, Programme Island

In 2025 the Budapest Boat Show, Hungary's largest land harbour will once again offer an exciting programme of professional and public events.

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 twelve years ago, will continue in 2025 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 2025, we will continue to focus on exhibitors of water sports, 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

20-23 February 2025



OPENING HOURS

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



VENUE

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

EARLY-BIRD DEADLINE: 15 NOVEMBER 2024

INDIVIDUAL VISUAL APPEARANCE

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

EXHIBITION CENTRE ADVERTISING SPACES

In addition to the exhibition stand, there are several other tools at exhibitors' disposal, from which they can select the best option that can help them accentuate their presence. Use the advertising and marketing tools available at the Exhibition Center area to ensure the success of your exhibition. **Ask our associates for a quotation!**

DIGITAL MARKETING SERVICES

Through the pages of our exhibitions, you have the opportunity to target your visitors through our digital marketing service, which allows you to communicate directly and personally with your target audience. By using our service, you can save time and effort as the recording is handled by our digital marketing team. The visual content, a well crafted message is a great opportunity to strengthen your online presence among your customers. **Contact our colleagues for a personal offer!**

FINAL APPLICATION DEADLINE: 31 JANUARY 2025

FURTHER INFORMATION, APPLICATION

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