



Cancun
International Boat Show
& Marine Expo
December 9-11, 2022

In its inaugural event, the 2021 Cancun International Boat Show (CIBS) featured more than 100 marine brands on display from more than 60 exhibitors. Attendance approached 15,000 with 73% of visitors coming from Mexico, South, and Central America, and the Caribbean. Sixty-eight percent of visitors were in the process of buying a boat, 65% owned 2 or more homes, 45% had an annual income over USD\$250,000 and 25% had an annual income over USD\$1,000,000. As a result of an intensive multi-media campaign, organizers expect exponential growth in visitor attendance and exhibitors.

Market

According to the Pleasure Boating Guide, the U.S. Department of Commerce ranks Mexico as the second-largest export market for the U.S. marine industry, and the U.S. is the largest exporter of marine products to Mexico. The marine industry has experienced double-digit growth since 2017 and this trend is expected to continue. There are almost 200,000 registered boats in Mexico and the U.S. Mexico Canada Agreement affords U.S. origin exports duty-free entry. Mexico boasts of over 40 marinas and the marina in Cancun, when completed, will offer state-of-the-art dry storage, luxury hotel accommodations and over 15 restaurants. Cancun is a world-renowned yachting destination and playground to many of the wealthiest multimillionaires and billionaires of Mexico.

Who should exhibit?

- Boat Builders
- Dealers/Brokers
- Manufacturers of marine products
- Retailers
- Marine Service Providers
- Manufacturer's Representatives
- Wholesalers
- Marinas/Boatyards

A turnkey nine (9) square meter booth (including vinyl wall graphics) starts at \$2,200 USD (including VAT). In addition, exhibitors will have the option of displaying boats in the marina or on shore in static displays. As an added feature, the Florida-based show organizer can arrange shipping to and from the event. Other booth sizes are available upon request.

**Registration Deadline is
October 31, 2022.**

A limited number of Target Sector Trade Event Grants will be available for qualified exhibitors and cover 75% of the cost of the turnkey booth. Visit www.entrepriseflorida.com/tradegrants for more information.

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