

Why Exhibit?

The Kuwait International Boat show is the most comprehensive boat show in Kuwait, premier consumer boating exhibition, filling more than 70,000 + square meters of exhibit space with nearly every product and service from every market segment.

The 5-day show is an unbeatable sales event! Nowhere else will you find as many serious buyers, looking for the latest and greatest in boating. Last year's show drew highly qualified attendees from every Gulf Country.

70% have an annual income of more than \$75,000

32% have an annual income of more than \$150,000

83% are shopping for a boat

65% plan to purchase a boat in the next two years

As New England's largest annual event, the show attracts plenty of media attention, too. There is no better place to introduce new products and promote your company.

Exhibiting in the Kuwait International Boat show is a dynamic, cost-effective way to meet highly qualified prospects—boaters, fishermen and water sports enthusiasts—face-to-face in an atmosphere that helps sell the boating lifestyle. The Show's market exposure and timing are exactly what you need to:

- Create and build brand awareness
- Generate top quality leads
- Reach thousands of highly-qualified customers
- Generate leads that can drive product sales year-round
- Introduce new products and attract media attention
- Raise your profile and build brand recognition
- SELL your product!

The Kuwait International Boat Show

Presented By
BROADCAST IT



معرض الكويت الدولي
Kuwait International Fair (K.S.C.)
The First & Largest in Kuwait
الأولى والأكبر في الكويت

