



# REASONS TO JOIN US AS AN EXHIBITOR

[mybashow.com](http://mybashow.com)

# THE TOP 7 REASONS TO JOIN US AT THE 2025 SHOW



- **TO SHOWCASE YOUR PRODUCTS**  
An average of 450 brokers & charter managers and 366 crew members are present each year. That's a large audience that means business. Go beyond your standard daily presence and sponsor a seminar so that you can speak in detail about your product/services. Or organise an event at your stand to bring everyone closer to you;)
- **TO GAIN VISIBILITY AND BUILD CREDIBILITY**  
Search for the spotlight... then stand in it. Sponsorships are an excellent way to do so and we have a range of options available.
- **TO GENERATE LEADS AND EXPAND YOUR CONSUMER BASE**  
In the end, it is all about sales;) The MYBA Charter Show is where you can collect and manage leads. Research shows that at least an average of 20 leads per day can be generated by a sales professional at an average trade show. And we are far from average!
- **TO GAIN VALUABLE INSIGHTS AND OBTAIN FEEDBACK FROM CLIENTS**  
They say keep your clients close and your competitors closer;) At the MYBA Charter Show, you can see what your competitors are doing right and why they are successful. Speaking directly with people within the industry also allows you to solicit valuable feedback which you can use to expand and improve your business.
- **TO MEET FACE-TO-FACE WITH CLIENTS & STRENGTHEN YOUR RELATIONSHIPS**  
While most of today's business is conducted over emails or the phone, face-to-face meetings remain the most effective way to strengthen relationships with both prospective and current clients. There's nothing better than putting a face to a name.
- **TO MAKE THE MOST OF THE NETWORKING OPPORTUNITIES**  
Whether it be the Show Opening Cocktail, our Exhibitors' Evening or the Yacht Party Night, one thing is certain, there is no shortage of opportunities to connect with a targeted audience. Captains and crew, charter brokers and central agents, the press and other exhibitors!
- **TO BOOST YOUR BRAND'S EXPOSURE TO A GLOBAL AUDIENCE**  
If you can design and man a stand that attracts the right kind of attention, one Show can be all it takes to change a brand from up-and-coming to an established industry player. The audience on the ground is global and vetted giving you access to a world stage. Sponsorships will also expose your brand to a large community. Just after the 2024 Show, we reached 200.000 accounts and made 275.000 impressions in one month (8 May – 6 June, 2024).

To learn more about exhibiting at the 2025 MYBA Charter Show, please contact:

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