



THE TOP



REASONS

TO JOIN US AS
AN EXHIBITOR

27 - 30 APRIL, 2026
PORTOSOLE SANREMO
mybashow.com

1) TO SHOWCASE YOUR PRODUCTS

An average of 610 brokers & charter managers and 645 crew members are present each year. That's a large audience that means business. Catch and hold their attention. Go beyond your standard daily presence: sponsor a seminar and/or organise an event at your stand to bring everyone closer to you;)

2) TO GENERATE LEADS & EXPAND YOUR CONSUMER BASE

It really 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!

3) TO GAIN VALUABLE INSIGHTS & 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. 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.

4) 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!

5) 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 change everything.

The audience on the ground is global and vetted, giving you access to a world stage.

Although not everyone can be physically present, images and videos are shared prolifically by attendees and viewed heavily. Just after the 2025 Show, MYBA itself reached 100K + accounts and 500K+ impressions in one month (14 April- 13 June, 2025). So, search for the spotlight... and stand in it!

To learn more about exhibiting at the 2026 MYBA Charter Show, please contact:

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