The Monaco Yacht Show is the world’s premiere luxury event where billionaires and yacht owners can discover the greatest aspects of superyachting.

Each year, the MYS curates the exhibition of 125 extraordinary one-off superyachts and 44 new launches unveiled in worldwide debuts by the world’s most respected shipyards.

With 600 exhibiting companies, the Monaco Yacht Show provides the ultimate showcase for industry influencers from the most reputable superyacht builders, award winning yacht designers, luxury suppliers, influential brokerage houses to the most sought-after tenders and water toys, prestige cars, helicopter and private jet manufacturers.

Since 1991, the MYS has gratefully benefitted from the recognition and the support of His Serene Highness Prince Albert II of Monaco.
MONACO YACHT SHOW APPLICATION

A functional and user-friendly App for visitors of the Monaco Yacht Show to find any yacht and company on display.

With 600 exhibitors, 125 superyachts and around 55 luxury tenders on exhibit during four days in Port Hercules, the platform features an intuitive route planner that identifies the fastest way to reach a stand or a yacht according to your GPS coordinates.

The App also features:

- The Exhibitor list with each company’s profile,
- The superyacht list with each yacht’s profile,
- Access to the show’s services for the attendees,
- The MYS news,
- The official MYS Instagram page to share your own images with the MYS community,
- FAQ,
- The App is available in French and English versions.
AUDIENCE

PROMOTE YOUR BUSINESS TO THE VISITORS OF THE MYS.

- The top business decision-makers in the luxury yachting market,
- High-worth profiles interested in purchasing or chartering a superyacht,
- The world’s most influential media in superyachting, business and lifestyle.

WHEN AND WHERE IS MY AD BANNER VIEWED?

My ad is viewed on the pre-homepage of the App user for each new session.

During the loading time when the user searches for a stand, yacht or service in the MYS. (4,656 searches during the MYS)
MYS APPLICATION

STATS
FROM SEPTEMBER 1 TO OCTOBER 15
(2018 figures. Source: Google Analytics)

2,827 VISITORS
12,274 SESSIONS
113,471 SCREEN VIEWS
9.24 SCREENS/SESSION
3:54MN AVG. SESSION DURATION
4,656 SEARCHES ON THE MAP

45 DAYS OF ADVERTISING CAMPAIGN

<table>
<thead>
<tr>
<th>CAMPAIGN</th>
<th>BANNER IMPRESSIONS</th>
<th>PERIOD</th>
<th>RATE (VAT EXCLUDED)</th>
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</thead>
<tbody>
<tr>
<td>45 DAYS</td>
<td>UNLIMITED</td>
<td>FROM SEPTEMBER 1 TO OCTOBER 15, 2020</td>
<td>€ 3,520</td>
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SPECIFICATIONS

Material to supply:
• Size: ratio 960 x 1440 pixels (vertical format),
• Ad display at random on the pre-homepage of the App (a maximum of five advertisers),
• File to supply in .JPEG with URL link.
• Material deadline: August 10, 2020

Material must be sent to:
info@monacoyachtshow.mc
For more information about our advertising opportunities, please contact:

Laura Mangraviti
Sales Executive
laura@monacoyachtshow.mc
T. (+377) 93 10 41 70