



## In Person

### CAPTAINS' HIDEOUT

The Captains' Hideout provides a VIP area for captains and their crew to network and relax away from the show and a meeting place away from the public for their important contacts. They are offered free breakfast and lunch plus an open bar and free high-speed internet access. Sponsors have a unique opportunity to meet face to face with captains and crew, for the duration of the two biggest superyacht shows in the world, the Monaco Yacht Show and the Fort Lauderdale International Boat Show.

The Captains' Hideout provides the perfect opportunity for sponsors to meet captains and senior crew in a non pressure environment.

### DATES AND VENUES FOR 2011

<b>Captains' Hideout Monaco</b>	<b>Captains' Hideout Fort Lauderdale</b>
Where: 19th Monaco Yacht Show	Where: Fort Lauderdale Boat Show
Venue: Stars 'N' Bars	Venue: Bahia Mar Hotel
Date: 19 – 24 September 2011	Date: 25 October – 31 October 2011

Sponsors can get involved in the event and will be branded on all the promotional material in the magazine and in all email communication to our captains and crew database. Sponsors have the opportunity to give away branded gifts and network with crew in a relaxed and fun setting.

Registration for the Captains' Hideout is completed via a dedicated website, where sponsors branding will be displayed and benefit from a live hyperlink directly to their site.

In addition sponsors will also receive a completely up to date list of attendees. This is of significant value as it enables sponsors to continue a dialogue with the captains & crew they met during the Hideout.

At Monaco there were 1,260 captains and crew through the door over the 4 days, of which there were 623 unique attendees (counting each person only once) and 215 (35%) of these were Captains.

At Fort Lauderdale there were 1,474 captains and crew through the door over the 6 days, of which there were 704 unique attendees and 209 (29%) of these were Captains.

### Sponsorship Rates Captains' Hideout

(Contact the Dockwalk team for a full breakdown of the sponsorship packages available).

#### Fort Lauderdale

Title Sponsor	£15,000
Sponsor	£11,000

#### Monaco

Title Sponsor	£15,000
Sponsor	£11,000

#### Both

Title Sponsor	£21,000
Sponsor	£18,000

### TESTIMONIALS

**“The way it was organized was great. The venue is delicate and cozy, and clearly attracts ‘the right people’. This event was a quality happening with plenty of decision makers from many vessels. The feedback we have received from our visitors was exceptionally positive!” Isabelle Rossnes, Scandinavian Bunkering AS**

**“The Captains' Hideout was a great way for us to meet crew informally. In Monaco, there was such a positive atmosphere in the room that crew wanted to come into the Hideout each day, making it an easy way for us to promote YCO crew services to captains and crew alike.” Hatty Campbell, YCO crew general manager**