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For immediate release

Yachting Pages' ten-week countdown to the Antibes Yacht Show

With just ten weeks to go before the Antibes Yacht Show from 18th to 21st April 2013, here are Yachting Pages' top ten tips for getting the most out of the Med's first major yacht show.

1. Watch the 2012 Show Video to whet your appetite

To reminisce on last year's show or to prepare yourself for April's extravaganza, watch the official show video now on YouTube:

<http://www.youtube.com/watch?v=MuCQDBzvndA&feature=youtu.be>

2. Find out how Yachting Pages can help build your business

Yachting Pages is the world's leading superyacht directory with thousands of listed businesses. Meet us at our stand to discuss how our print directories and online showcases can help you reach superyacht captains, crew and purchasing decision makers.

<http://www.yachting-pages.com/>

3. Explore the spacious exhibits

Now entering its seventh successful year, Antibes' growing yacht show has more spacious exhibitor spaces and the feel of a larger show like Monaco or Fort Lauderdale (FLIBS). There are B2B, B2C and general interest marine exhibitors, plus luxury lifestyle brands like official show partner, Porsche.

4. Sleek ships and superyachts

Serious buyers can look forward to gorgeous lines and luxurious superyacht interiors from exhibitors including Ocean Independence. Serious browsers can book their next charter instead, and take away a copy of the Superyacht Owners' Guide to inform their next decision – to begin their own superyacht dream.

5. Get in the musical mood with Riviera Radio – official boat show station

Keep yourself informed about the latest news, social events, superyacht and show developments with Riviera Radio. Broadcasting interviews and music live from the show since 2008, this is the English language and ex-pat station of choice throughout the yachting community. Visit their website, tune in to 106.5FM or download the Riviera Radio App today.

<http://www.rivieraradio.mc/home.asp>



6. Collect your copy of the Superyacht Owners' Guide (SYOG)

If you'd like to reach superyacht owners, shipyards, marine professionals, charter companies and charter guests (the superyacht owners of tomorrow) – SYOG is the book to feature in. 10,000 editions of this stylish hardback are hand-delivered and sent to the very best addresses every September, to coincide with the Monaco Yacht Show. Visit SYOG at the Yachting Pages stand to pick up a copy and to see how your prestige products and services can reach new audiences in 2013.

7. Free Wi-Fi for visitors and exhibitors

With deals on the table, products to research online and restaurant tables to book, robust Wi-Fi at an event of this stature is a pre-requisite. Visitors and exhibitors alike will have access to Wi-Fi this year courtesy of Global Marine Communications.

8. Reach relevant audiences and Ultra High Net Worth Individuals

The Med's first show of the year is the perfect place to network and to create and refresh business relationships. The Antibes team has nurtured partnerships with companies such as The Royal Mougins Golf Resort, Ferrari and The Polo Club of St Tropez, to attract their exclusive clientele to the show. In 2012 the show attracted almost 13,500 visitors – it aims to top that in 2013.

9. Boats...and bubbles!

Of course it's all about the boats but a few bubbles never hurt, do they. When in France, it is only proper that a drop of Champagne be imbibed and the official show champers this year is Champagne de Castelnaud. The Brut Reserve and Brut Rosé editions of this gold medal-winning château will be served at events and in the VIP lounge on the IYCA throughout the event.

10. Treat yourself to a special place to stay at the Antibes Yacht Show

When booking your accommodation, seek out something different in or near Antibes this year. French specialists like Sawdays offer a hand-picked selection of unique, welcoming and luxurious properties throughout the Riviera, with picture perfect locations and helpful (and often English-speaking or multi-lingual) hosts to match. The Antibes show site also lists preferential rates at select hotels for exhibitors and visitors alike.

<http://www.antibesyachtshow.com/en/info/accommodation>

<http://www.sawdays.co.uk/special-places/content/search/?map#maptypeid=roadmap&zoom=9&lng=7.212887695312462&lat=43.57419542752943&hide=pub>.

Find details about Yachting Pages: <http://www.yachting-pages.com/>.

Find information about the Antibes Yacht Show: <http://www.antibesyachtshow.com/en/home>.



Notes to Editors

For further press information, please contact Michelle Williams on +44(0)1173 160560 or michelle.williams@yachtingpages.com.

Yachting Pages

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 60,000 directories are distributed annually, often by hand, to superyacht captains, crew and related business in over 90 countries. To find a local stockist or request a free copy, visit <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.

www.YachtingPages.com

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.

Yachting Pages Delivers

Yachting Pages Delivers is a specialised distribution service that hand-delivers company promotional material, including brochures, magazines and leaflets directly to prime superyacht captains, crews



and businesses from Marseille (France) to Livorno (Italy). It is designed for anyone who wants to connect with key players in the Riviera's superyacht industry. To book a scheduled or tailored delivery, contact: simon.brooks@yachtingpages.com or call +33 610 58 18 39.

Superyacht Owners' Guide (SYOG)

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.