



The Captains' Hideout returns in 2011, providing a space for superyacht captains and crew to relax and get away from the stress of two of the largest yacht shows in the world. We offer complimentary meals and refreshments all day, free high speed internet access and a comfortable and inviting hiding place for you to catch up with your crew miles away from crowd!

## CAPTAINS' HIDEOUT 2011

MONACO \* FORT LAUDERDALE



MONACO YACHT SHOW  
SEPT. 21 - SEPT. 24, FUSION RESTAURANT ABOVE STARS 'N' BARS

SPONSORS:

Luxury Yacht Group, ISS GMT, FINEST PALATE, MPT, PORT OF NORWAY, GIB OIL, A WORLD OF YACHTS, WARTSILA, Lloyd's TSB | International

FORT LAUDERDALE INTERNATIONAL BOAT SHOW  
OCT. 27 - OCT. 31, SEABREEZE ROOM, BAHIA MAR

SPONSORS:

Lloyd's TSB | International, Luxury Yacht Group, ISS GMT, MPT, 1955 WOODS DESIGN, G/F GLOBAL, Big Blue YACHTWEAR, HTH Worldwide, MARINAS OF THE CARIBBEAN, LinkSource

## 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. Each Captains' Hideout kicks off with an evening happy hour the night before the start of the show.

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 2012

Captains' Hideout Monaco	Captains' Hideout Fort Lauderdale
Where: 20th Monaco Yacht Show	Where: Fort Lauderdale Boat Show
Venue: Stars 'N' Bars	Venue: Bahia Mar Hotel
Date: 18 - 22 September 2012	Date: 24 - 29 October 2012

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.

All sponsors of the Captains' Hideout will benefit from the following exposure and opportunities:

- ◆ Display space at the Captains' Hideout for your promotional material
- ◆ Rotational graphic display on plasma screens in Captains' Hideout
- ◆ Corporate logo on all print & digital promotional material for the Captains' Hideout including:
  - Corporate logo on the double page promotional advertisements in every issue of Dockwalk from May to December 2011
  - Corporate logo on flyers handed to all boats in Monaco and Fort Lauderdale before and during the show
  - Corporate logo on the display panels outside venues and within the shows
  - Corporate logo (with hyperlink) on the online registration page
  - Corporate logo (with hyperlink) on targeted emails to our captains & crew database
- ◆ Database of all attendees with full contact details.

The list of attendees is of significant value to sponsors as it enables them to continue a dialogue with the captains & crew they meet during the Captains' 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, of which there were 704 unique attendees and 209 (29%) of these were Captains.



## CAPTAINS' HIDEOUT 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

“We had a great experience and feel it targeted the market we are looking for. Everything was so well organised, so well done for all your hard work’.

Stephanie Wirk, Giboil



## DOCKWALK CREW PARTY'S

Dockwalk hosts yearly captain and crew events in major yachting hot spots around the world. In 2010, the Dockwalk Party was re-introduced to drive brand awareness for Dockwalk.com amongst the captain and crew community. Today, Dockwalk invites superyacht captains and crew to register on Dockwalk.com to attend Dockwalk events, where they can mingle with fellow crew.

Sponsoring a Dockwalk party enables advertisers to target a specific group of decision makers in the captain and crew market; sponsors can focus on a specific geographic area or a particular position within the crew community. Sponsorship offers advertisers an opportunity to meet and interact with crew face to face, reinforcing your marketing message by giving something back to this vital community