



## EXPRESSIONS OF INTEREST

### Attractions:

- **Classic Boat**
- **Activity Pool**
- **Cruising Chute**
- **Model Boat Pool & Kids Area**
- **Knowledge Box & Workshops**

**Deadline for all expressions of interest: end of May**

### Feature name: **Classic Boat**

**Deadline:** end of May

**Location:** North Hall

**Audience:** Show visitors of all ages/boating enthusiasts

**Partners:** Classic Boat magazine

### Overview

Consistently one of the highest rated features amongst visitors at the Show, the Classic Boat attraction will feature a number of classic boats and related activities which in past years have included figure head carving, painting and learning the intricacies of a gaff rig.

### Opportunities:

To bring staff, equipment, expertise and your brand to the attraction.

### Contacts:

- To register your interest, please contact John Goode: e: [john@southern.co.uk](mailto:john@southern.co.uk) or t: 07711 082861
- To discuss commercial sponsorship and partnership opportunities, please contact Adrian Danson: e: [adanson@britishmarine.co.uk](mailto:adanson@britishmarine.co.uk) or t: 01784 223617

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## Feature name: Activity pool

**Deadline:** end of May

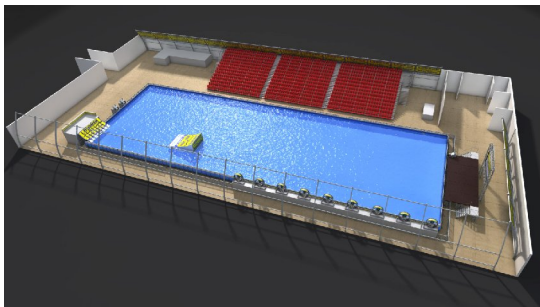
**Location:** North east end of ExCeL, within the new extension and dropped floor area

**Audience:** Show visitors of all ages/ Specific interest groups/ School parties

**Dimensions:** approx 70 x 25m

### Overview

The all new pool will form an integral part of the developments taking place at London for the 2011 Show. The pool will offer a whole host of 'come and try it' sessions and live demonstrations. Visitors will be able to try a wide selection of activities before watching the experts show off their skills.



We aim to include as many of the following activities on the pool as possible:

<b>Public participation:</b>	Kite surfing	<b>Demos:</b>	Wake boarding
	Dinghy sailing		Kite surfing
	Waterski/wakeboarding		Canoe polo
	Canoeing/kayaking		Canoeing
	Peddalos		Dinghy sailing
	Windsurfing		Jet ski
	Paddle boarding		Paddle boarding
	Zorbing		Model sea battle
	Rowing		Model yacht racing
	Model yachts		Safety demonstrations – requiring life raft equipment
	Diving		Mooring & seamanship demos – requiring small life keel yacht
	Masterclass with...		Show/theatrical

### Opportunities:

**Operators:** to bring staff, equipment, expertise and your brand to the area

**Sponsors:** Supporting kit sponsors who want to demonstrate kit and gather data

### Contacts:

- To discuss commercial sponsorship and partnership, please contact Adrian Danson: e: [adanson@britishmarine.co.uk](mailto:adanson@britishmarine.co.uk) or t: 01784 223619
- To discuss opportunities such as supplying products/staff and participatory content, please contact Daniel Taylor: e: [dtaylor@britishmarine.co.uk](mailto:dtaylor@britishmarine.co.uk) or t: 01784 223612

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## **Feature name: Cruising Chute**

**Deadline:** End of May

**Location:** TBC – likely to be South Hall

**Audience:** Cruising yachtsmen

### **Overview:**

The Cruising Chute will consist of a boat mock up with a working mast on a powered turntable. The mast will be equipped with a mesh mainsail and lightweight cruising chute. A bank of fans will fill the cruising chute. The boat mock up can be turned on the turn table. The purpose of the exercise is to simulate the use and handling of a cruising chute by a shorthanded couple.

### **Opportunities:**

To bring staff, equipment, expertise and your brand to the attraction.

Equipment required: Rigging, mast, sails and steering gear.

### **Contacts:**

- To register your interest, please contact John Goode: e: [john@southern.co.uk](mailto:john@southern.co.uk) or t: 07711 082861
- To discuss commercial sponsorship and partnership opportunities, please contact Adrian Danson: e: [adanson@britishmarine.co.uk](mailto:adanson@britishmarine.co.uk) or t: 01784 223619

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## **Feature name: Model boat pool and kids area**

**Deadline:** End of May

**Location:** North Hall

**Audience:** Show visitors of all ages

### **Overview:**

This area is designed to entertain children at the Show, while offering their parents a place to rest. Two stands will be built either side of a catering area. One stand is to hold a model yachting pool; the other is to house a children's play and adult rest area.

### **Opportunities:**

Equipment required: Kids activities; model yachts

### **Contacts:**

- To discuss opportunities such as supplying products/staff and participatory content, please contact Mike Enser: e: [menser@britishmarine.co.uk](mailto:menser@britishmarine.co.uk) or t: 01784 223626
- To discuss commercial sponsorship and partnership opportunities, please contact Adrian Danson: e: [adanson@britishmarine.co.uk](mailto:adanson@britishmarine.co.uk) or t: 01784 223619

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## **Feature name: Knowledge box and workshop**

**Deadline:** End of May

**Location:** TBC – Likely to be North Hall

**Audience:** Boating enthusiasts and newcomers

### **Overview:**

The Knowledge Box is an informal theatre, complete with seating and presenting area. Guest speakers will be invited to give presentations and host workshops on a variety of marine related subjects. These workshops might include a prop, for example, the use of an engine during a demonstration on how to perform a maintenance task.

### **Opportunities:**

To put forward technical experts who can talk show visitors through how to use particular pieces of equipment, e.g. electronics or demonstrate how to maintain equipment, e.g. engines. All need to be engaging, able to commit to more than one session during the show against an agreed timetable, and able to conduct Q&As.

### **Contacts:**

- To discuss opportunities such as supplying products/speakers/participatory content, please contact Mike Enser: e: [menser@britishmarine.co.uk](mailto:menser@britishmarine.co.uk) or t: 01784 223626
- To discuss commercial sponsorship or partnership opportunities, please contact Adrian Danson:

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