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EXCITING ENHANCEMENTS PLANNED FOR 59TH ANNUAL FORT LAUDERDALE INTERNATIONAL BOAT SHOW

Starting with new main entrance location, an elevated experience awaits attendees and exhibitors

FORT LAUDERDALE, Fla. (August 9, 2018) - From the moment guests arrive at the 59th annual Fort Lauderdale International Boat Show (FLIBS), a variety of enhancements to form and function will offer a fresh approach to enjoying the largest in-water boat show in the world and an even more successful sales environment for exhibitors.

One of the most noteworthy changes to the 2018 show, set to take place October 31 to November 4, is the redesign and repositioning of the main entrance several hundred yards to the north end of the Bahia Mar Hotel and Marina property, along Seabreeze Boulevard, just south of the International Swimming Hall of Fame and Marina. The newly designed entrance will feature a plaza-like configuration, efficiently designed security and a VIP and exhibitor gate. The previous main entrance will be used for exhibitor move-in, move-out and other show logistics, thus improving access for both attendees and exhibitors.

"Informa is focused on evaluating the overall show experience and how FLIBS is perceived by people who arrive from many different places and spend time at the show each day," said Informa U.S. Boat Shows General Manager Andrew Doole. "First impressions are crucial, which is why we are creating a professionally designed, dedicated show entrance with a thoughtful layout and other elements of convenience for guests and exhibitors."

Food and beverage options are part of the plan, with emphasis on quality and convenience. A new culinary provider will offer fresh, farm-to-plate fruits and vegetables, sustainable seafood, and natural, organic meats through partnerships with purveyors of locally-sourced, organic and sustainable products.

"Wherever you are in the show, and whether you want to grab a cold drink, a snack or a gourmet meal, we want it to be easy and satisfying," added Doole.

About The Fort Lauderdale International Boat Show

Owned by the Marine Industries Association of South Florida (MIASF) and produced by Informa, the Fort Lauderdale International Boat Show (FLIBS) is recognized as the largest in-water boat show in the world. FLIBS spans more than three million square-feet

of exhibit space across seven waterfront locations that are connected by an intricate network of water and ground transportation services. The five-day show attracts approximately 110,000 attendees and 1,200 exhibitors representing 52 countries with more than 1,500 boats on display each November. For more information, visit www.FLIBS.com.

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