



FOR IMMEDIATE RELEASE

The Fort Lauderdale International Boat Show Marks its 59th Year with One-Hour Special Airing December 23 on NBC Sports Network

FORT LAUDERDALE, Fla. (December 19, 2018) - NBC Sports Group will feature a one-hour network special of the 59th annual Fort Lauderdale International Boat Show on December 23 at 5 p.m. on NBC Sports Network. The program, a behind-the-scenes and insider's view of the show filmed from October 31 to November 4 at the 2018 event, also will be available on demand.

The special, part of a three-year deal with the network, will showcase major debuts of the world's most extraordinary vessels as well as performance reviews and technical innovations in superlative modern boats. Highlights from the boat show's many array of synonymous lifestyle attractions and VIP events such as its first-ever Yacht Chef Competition also will be showcased.

"The Fort Lauderdale International Boat Show is an annual event that has an economic impact larger than any Superbowl," said Phil Purcell, CEO/president of the Marine Industries Association of South Florida, which owns the show. "Sales of everything from paddleboards to mega yachts contribute to more than \$500 million – or \$100 million a day – in direct sales, and our partnership with NBC Sports gives us an opportunity to showcase the show's overall \$857 million statewide impact to a national television audience for the first time."

The NBC Sports Network program also will reveal the Fort Lauderdale International Boat Show's "Best of Show" award for the first time as well as the trophy presentation ceremony. Created by renowned industrial designer Derek Jenkins, the trophy will be presented to the most innovative new boat model design on display as selected by the following panel of independent judges: ocean conservationist and documentary filmmaker Fabien Cousteau; president of the fine French timepiece, Ulysse Nardin, Francois-Xavier Hotier; Delta Private Jets President and Chief Executive Officer Jeff Mihalic; and foremost architects Charles Sieger and Jose Suarez.

"Year over year, we explore ways to reach new audiences and share the extraordinary experiences of the Fort Lauderdale International Boat Show, " said Andrew Doole, general manager of Informa U.S. Boat Shows, the company that manages and produces the show. "We are thrilled to make our network debut on NBC Sports Network and are excited to share this world-class event with sports fans around the nation."

As the largest in-water boat show in the world, FLIBS features boats and attractions of all kinds for everyone who enjoys life by the water. In addition to the display of more than 1,500 boats and 1,200 exhibitors representing 52 countries, the show draws crowds to Hook The Future's kids' fishing clinics, the IGFA School of Sportfishing, The Blue Wild ocean and marine art exposition, and live water toy demonstrations at the AquaZone presented by Nautical Ventures.

Owned by the Marine Industries Association of South Florida (MIASF) and produced by Informa, the Fort Lauderdale International Boat Show spans more than three million square-feet of exhibit space across seven waterfront locations including the Bahia Mar Yachting Center, Hall of Fame Marina, Las Olas Municipal Marina, Hilton Fort Lauderdale Marina, Pier 66 Marina, Pier 66 Marina South, and the Greater Fort Lauderdale/Broward County Convention Center, all connected by an intricate network of water and ground transportation services.

The 2018 Fort Lauderdale International Boat Show was sponsored in part by Delta Private Jets, Ulysse Nardin, Goslings, Budweiser, West Marine, LaCroix, and Bank of America.

For more information, visit FLIBS.com.

About Informa Exhibitions

Informa Exhibitions, the global exhibitions division of Informa PLC, enables communities across the globe to engage, experience and do business by providing them with powerful platforms to connect across key regions and market verticals. Industry insight, coupled with an innovative and customer first approach, provides Informa Exhibitions' customers and partners with the opportunity to create business advantage and access markets, both digitally and face-to-face, 365 days of the year.

About MIA SF

The Marine Industries Association of South Florida (MIASF) is the largest trade organization in the Southeast United States dedicated to promoting, protecting, and growing the 110,000 middle class jobs in Broward County and 136,000 jobs regionally driving the economic output to \$11.5 billion regionally. Created in 1961, the not-for-profit trade group is focused on the sound growth of the marine industry in the South Florida Region to benefit its members and their customers, communities, and the environment. The Association has over 500 members in Broward, Miami-Dade, and Palm Beach counties and is the owner of the Fort Lauderdale International Boat Show.

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