

# The Complete Exhibitors' Guide 2025

# Metstrade

Propelling Growth. Harbours Innovation.

17 → 18 November The Superyacht Forum

18 → 20 November Metstrade

**RAI Amsterdam**



# Welcome at Metstrade

Experience the future of the leisure marine industry at Metstrade. This premier global event brings together the best of the leisure marine maritime sector and the most innovative companies.

Metstrade 2025 dives into cutting-edge technologies, connects with industry leaders, and inspires in the 13 halls at RAI Amsterdam. More dynamic than ever with focus on the key themes emerging technologies, sustainability, and accessibility & inclusion. The perfect opportunity to connect, showcase and drive your business forward in the global leisure marine sector.

**Propelling Growth. Harbours Innovation.**

## Metstrade

Tue 18 Nov

Wed 19 Nov

Thu 20 Nov

M 2025



Mon 17 Nov

Tue 18 Nov

**The Superyacht Forum**



Secure your spot now!

## Why attend Metstrade 2025?

- **Premium Stand Construction**  
A complete, one-stop solution for all your exhibition needs.
- **Valuable Connections**  
Metstrade brings together leisure marine professionals worldwide, offering a unique platform for business growth.
- **Expanded Product Categories**  
Newly updated and redefined to enhance your opportunities.



# Facts & Figures



**31,824**  
visits



**19,779**  
unique visitors



**134**  
nationalities



close to  
**1,600**  
exhibitors



**exhibitors**

Overall rating **8.7**  
Participate again?  
Yes **65%**  
Probably yes **33%**



**visitors**

Overall rating **8.8 (91%)**  
Quality of the show  
Good or very good **96%**



**29** country pavilions  
**66%** international exhibitors from 87 countries  
**31%** of visitors from the Netherlands followed by Italy, the UK, and Germany  
**Top roles visitors:** Designers, builders, manufacturers

# Metstrade communities



LinkedIn  
12,370+



Newsletter  
50,800+



Website  
319,000+  
unique visitors

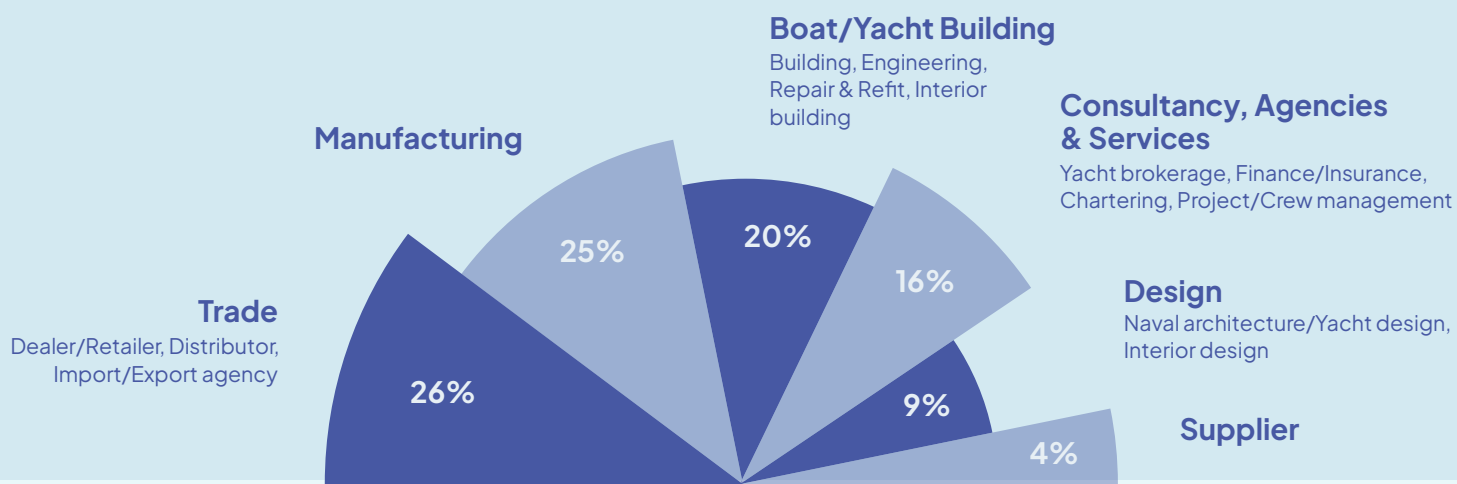


Instagram  
7,150+



Facebook  
13,200+

## Company types visitors



# Metstrade Features

Metstrade's floor plan features a variety of specialised areas, providing exhibitors with an unrivalled opportunity to present their products and solutions to a highly focused audience. Select the area that best aligns with your offerings and target market at the show.

## Marina & Yard

Hall 5

Attention all leaders and innovators in the leisure marine industry. Elevate your brand and showcase your cutting-edge marina-specific equipment at the prestigious Marina & Yard area, the ultimate global platform for marine professionals.

Don't miss out on this unparalleled opportunity to position your brand in the global leisure marine industry.

## Start-up

Hall 7

Attention all aspiring entrepreneurs and visionaries in the business world. Elevate your startup and showcase your groundbreaking products and services at the dynamic Start-up area, situated in hall 7.

Seize this unmatched opportunity to establish your brand in the dynamic business landscape. Secure your spot in the Start-up area today and become part of the next generation of industry innovators.

## Foiling Technology

Hall 7

The Foiling Technology area will exhibit high-end racing technology's progress towards mainstream adoption in yachts and boats. It's a one-stop-shop for boat builders and designers interested in using foiling in sail and power yachts. The area will showcase the latest foiling technology and host discussions on trending topics in the industry.

## Construction Material

Hall 12

Calling all architects, engineers, and construction professionals. Showcase your latest innovations and cutting-edge construction materials at the prestigious Construction Material area is the ultimate global platform for construction industry leaders.





# Metstrade Features



## Superyacht area

Hall 8 / 9 / 10

The only dedicated area for the superyacht industry, showcasing luxury solutions, high-end innovations, and cutting-edge technologies tailored to the market. New in 2025, the Superyacht area will span 3 halls at Metstrade, including dedicated Refit Cluster.

With exclusive networking opportunities, industry insights at the Knowledge Theatre, a Captains' Program, fine dining at the new premium restaurant, this is the ultimate hub for Superyacht professionals.

## Refit Clusters

New in 2025

In 2025 we will introduce a dedicated area for refit clusters. An exclusive opportunity for premier superyacht refit destinations to showcase their expertise. This new concept allows refit yards and their regional ecosystems to position themselves in front of captains and owner-representatives seeking top refit solutions.



## Enhanced experiences

New in 2025



### Superyacht Arena

The new theatre at the Superyacht area offers technical sessions and showcases the latest technologies. While The Superyacht Forum remains the premier platform for C-suite education, this new theatre caters to engineers, captains, senior crew, and other technical professionals.



### The Captains' Club

Metstrade introduces The Captains' Club, offering exclusive networking and educational opportunities for superyacht captains. Captains will engage in one-on-one matchmaking sessions, educational workshops, and networking events.



### Restaurant

In response to visitor feedback, Metstrade 2025 will introduce a fine dining restaurant offering delicious lunch menus. Stay on-site and enjoy a gourmet meal without missing out on the show.





## Country Pavilions

National pavilions showcasing the expertise and innovations of individual countries, providing a unique opportunity for networking and discovering international solutions.

In association with the International Council of Marine Industry Associations (ICOMIA), Metstrade features country pavilions. ICOMIA is the international trade association representing the global marine industry since 1966. ICOMIA brings together national marine industry associations (MIA's) in one global organisation and represents them at an international level.



[More info](#)



# DAME Design Awards

Do you have an innovative product that stands out in design? Enter the DAME Design Awards and showcase your product's excellence!

The DAME Design Awards celebrate exceptional design in the marine industry, recognising products that excel in aesthetics, functionality, integration, packaging, cost-efficiency, and lifecycle management. By participating, you'll have your product assessed by industry experts, benchmarked globally, and gain increased visibility at Metstrade. It's the perfect opportunity to highlight your innovation and set your brand apart.



[More DAME Design Awards](#)



**DAME** DESIGN 20  
AWARDS 24



## Why participate at the DAME Design Awards:

- **Gain Prestigious Recognition**

A DAME nomination or win positions your brand as a leader in the marine industry, earning global trust and credibility.

- **Boost Visibility and Sales**

Enjoy increased exposure, media coverage, and valuable leads, with nominees and winners attracting more traffic at METSTRADE.

- **Showcase Innovation and Set Standards**

Highlight your cutting-edge products on a global stage while benchmarking your designs against the industry's best.



# Boat Builder Awards

The IBI-Metstrade Boat Builder Awards for Business Achievement celebrate the outstanding business efforts of boat builders, shipyards, and the individuals who power their success. Launched in 2015, these prestigious awards, recognise excellence across 11 categories, including innovation, customer growth, sustainability, and people & skills. Entering the awards offers a unique opportunity to gain visibility and distinction for your company's leadership and impact in the marine industry.

Join us for the prestigious Boat Builder Awards 2025. Witness inspiring innovation, network with industry leaders, and enjoy a memorable evening.



More Boat Builder Awards



Co-organised with IBI, the Boat Builder Awards take place on 20 November 2025 in Amsterdam.

#### Sponsorship opportunities:

- Table partnerships
- Category sponsorships for enhanced brand visibility

For inquiries on becoming a sponsor or table partner, contact our sales team.



# The Superyacht Forum

The premier event for the superyacht industry, bringing together leaders, decision-makers, and innovators. This exclusive forum offers a platform for networking, knowledge sharing, and exploring the latest trends and technologies shaping the future of superyachting.

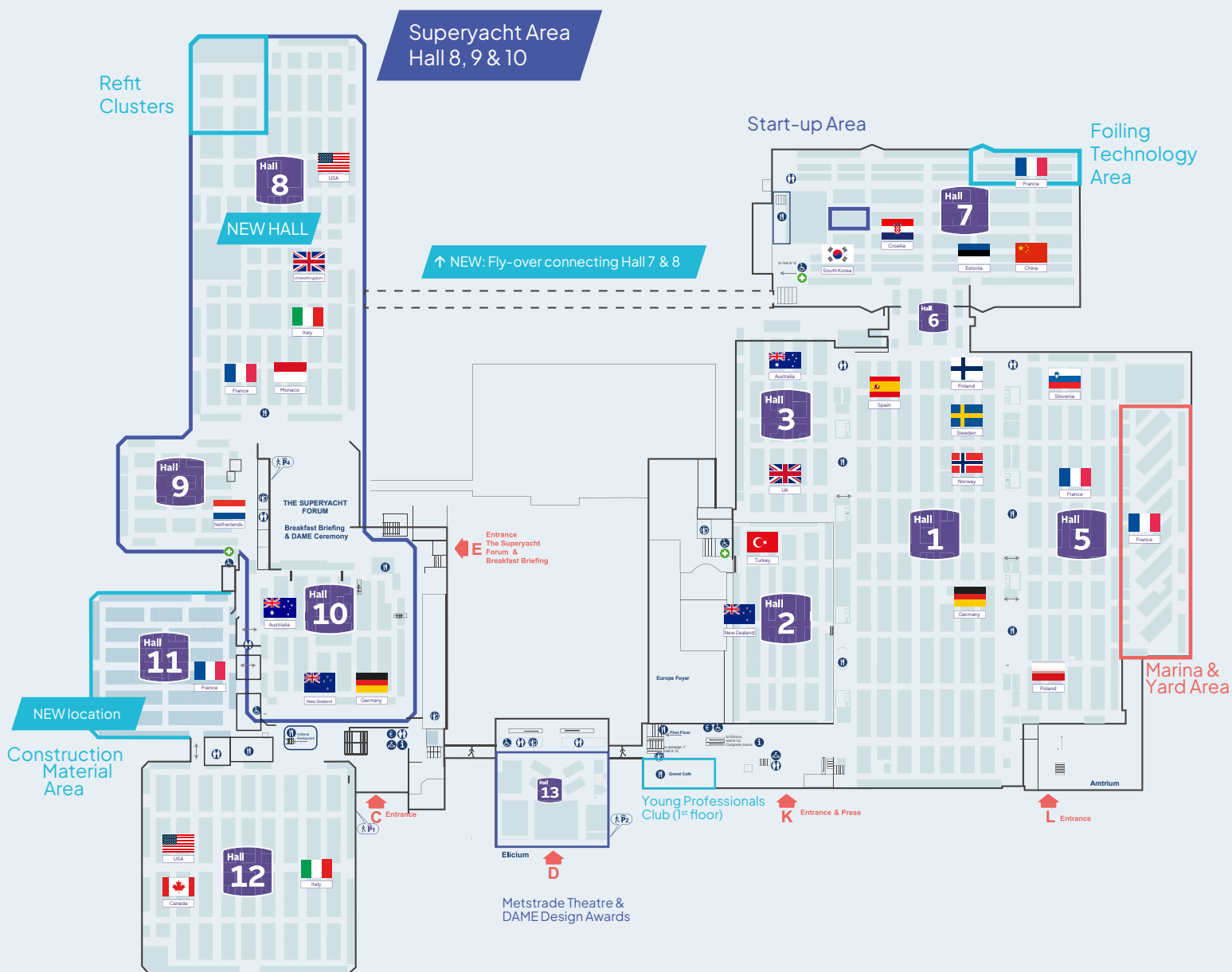
The two day event will take place just before Metstrade, on 18 and 19 November 2025.



[More The Superyacht Forum](#)



# Provisional floorplan Metstrade 2025



Provisional floorplan - subject to change.

## Specialized Areas:

- Hall 5: Marina & Yard
- Hall 7: Start-up, Foiling Technology
- Hall 8, 9, 10: Superyacht & Refit Clusters
- Hall 12: Construction Material

## Inspiration specials:

- Hall 13: Metstrade Theatre
- Hall 13: DAME Design Awards Display
- Hall 8: Superyacht Arena



# Stand packages Metstrade 2025

Register  
before  
1 March  
2025

## Stand location preferences

As an exhibitor, you have the opportunity to rank your top three preferred stand locations. We will take your preferences into account when assigning your stand and will do our best to accommodate your requests.

If we are unable to assign you to one of your preferred locations, we will allocate you as close to your preference as possible. Please note that preferred locations can only be selected if you **register before 1 March 2025**.

## National pavilions

If you participate in a national pavilion, please sign up with your pavilion organiser. Or contact a pavilion organiser during the show.

## 4 guarantees when you exhibit at Metstrade



### Quality Audience

Metstrade attracts an unparalleled B2B audience of highly qualified, industry-focused professionals, ensuring you connect with relevant contacts eager to explore new products and partnerships.



### Global Reach

Metstrade brings together the world's leading leisure marine industry professionals, from over 130 countries.



### Hassle-Free Turnkey Packages

Metstrade works with turnkey packages, offering plug-and-play, high-quality stand construction and fullservice support.



**Networking Opportunities** Exhibitors enjoy exclusive access to the Exhibitor Drinks and Breakfast Briefing on the first day of the show.



# Stand packages Metstrade 2025

## Turnkey solutions for exhibitors

Explore our Comfort and Premium stand packages:

- **Comfort Package:** Including simplified setup with walls, furniture, storage, construction, electricity, 2 double spotlight, fascia board, carpet, daily cleaning, and free Wi-Fi.
- **Premium Package:** Includes all Comfort features plus branded graphic on 1 wall, a counter logo, and luxury furniture.



## Comfort package

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Rate before 1 March 2025\*  
€473.00 per m<sup>2</sup>

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Rate before 1 March 2025\*  
€490.00 per m<sup>2</sup>

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## Premium package

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Rate before 1 March 2025\*  
€564.00 per m<sup>2</sup>

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Rate before 1 March 2025\*  
€581.00 per m<sup>2</sup>

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*\*A once-off registration fee of €495.00 is charged for each registration. All prices are excluding VAT. Conditions apply. Ask our sales team for the details.*



Explore our exclusive  
stand packages  
in detail



# Stand packages Superyacht Pavilion 2025

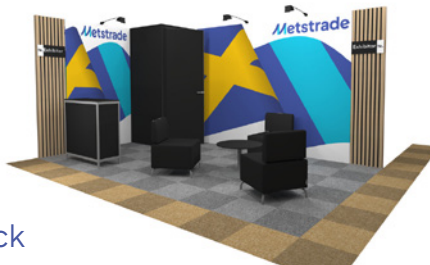
The Superyacht Pavilion will be significantly enriched with a dedicated area for refit clusters and enhancing the visitor experience with a knowledge theatre, a special programme for captains, and a fine dining restaurant.

A Superyacht Pavilion package offers a complete, turnkey solution with complimentary graphics on all interior walls (excluding storage).

Choose from two stand options: Premier White or Premier Black. Both include stand space, construction, electricity, storage, two double spotlights, carpet, furniture, daily cleaning, full-colour graphics, luxury F&B delivery, and free Wi-Fi.



Premier White



Premier Black

| Black & White package | Rate before 1 March 2025 | Rate from 1 March 2025 |
|-----------------------|--------------------------|------------------------|
| 12 M <sup>2</sup>     | €10,267.00               | €10,471.00             |
| 15 M <sup>2</sup>     | €12,865.00               | €13,120.00             |
| 18 M <sup>2</sup>     | €15,198.00               | €15,504.00             |
| 24 M <sup>2</sup>     | €19,878.00               | €20,286.00             |
| 36 M <sup>2</sup>     | €29,439.00               | €30,051.00             |
| 42 M <sup>2</sup>     | €34,314.00               | €35,028.00             |
| 54 M <sup>2</sup>     | €45,786.00               | €46,704.00             |

*\*A once-off registration fee of €495.00 is charged for each registration. All prices are excluding VAT. Conditions apply. Ask our sales team for the details.*



Explore our exclusive stand packages in detail

# Refit Clusters stand packages 2025

Enjoy effortless plug-and-play stand packages, with everything from setup to catering covered, leaving you free to focus on showcasing your cluster's unique offerings.

## Customized plug-and-play stand

- Stand space, electricity, storage and lights
- Carpeting & furniture
- Customized coloured walls
- Customized full colour stand graphics
- Centralized catering area including a host
- Daily delivery of luxury F&B
- Free Wi-Fi
- Exhibitor badges

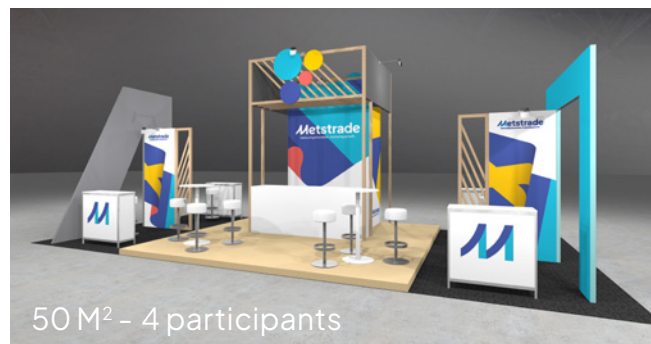
## Extra benefits

- Access to exhibitor lounges
- Exhibitor happy hour
- Free digital invitation cards
- Company profile on metstrade.com



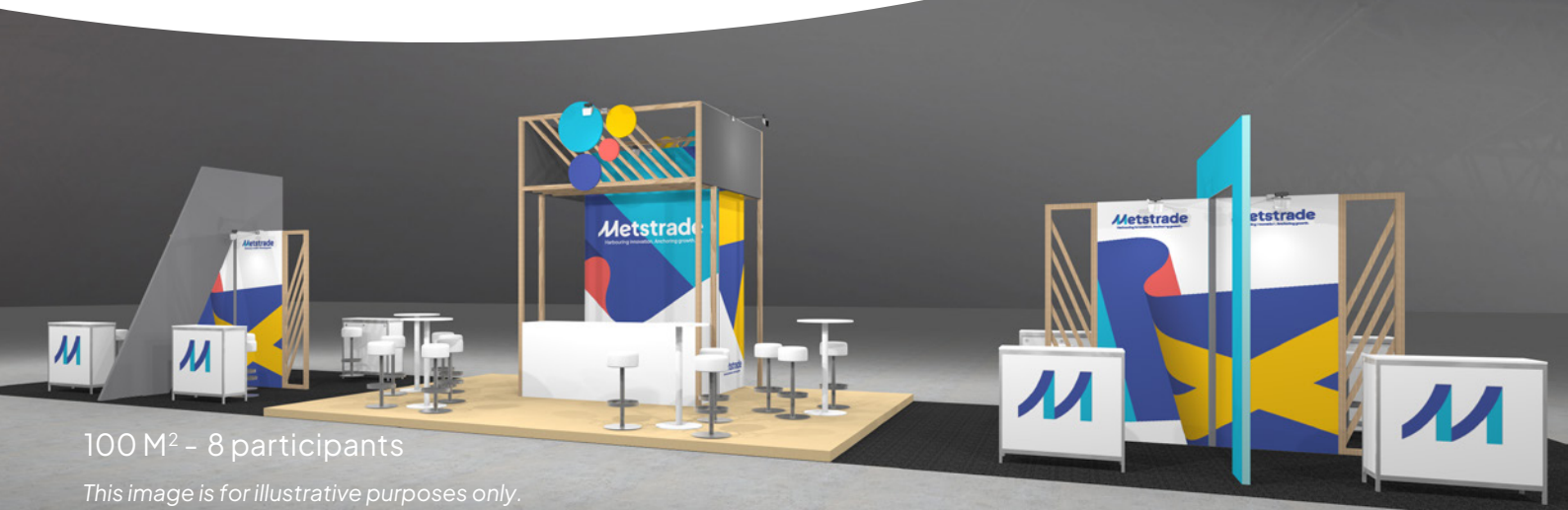
Explore our exclusive stand packages in detail

| Stand packages                               | Regular Rates* |
|--|----------------|
| 50 M <sup>2</sup> packages - 4 participants  | € 41,700.00    |
| 100 M <sup>2</sup> packages - 6 participants | € 72,850.00    |
| 100 M <sup>2</sup> packages - 8 participants | € 79,345.00    |



*This image is for illustrative purposes only.*

\* A once-off registration fee of €495.00 is charged for each registration. All prices are excluding VAT. Conditions apply. Ask our sales team for the details.



# Booking process timeline

25% Installment  
invoice

Official  
allocation

17 – 18 Nov.  
The Superyacht  
Forum

19 November '24

January '25

1 March '25

June '25

August '25

November '25

Start of (re)booking

Early Bird & Preferred  
allocation deadline

Remaining 75%  
invoice

18 – 20 Nov.  
Metstrade

Secure your space early for the best rates and stand locations:

## Milestone

Early Bird deadline

Official allocations

Final payments due

## Date

1 March 2025

June 2025

August 2025







## Promotions & Visibility

In order to maximise your presence during Metstrade, we offer you several promotion and visibility options to get the most out of your show participation. Lead generation, branding, product launches, and generating traffic to your booth, we are happy to share our advice in how to achieve these objectives.

Our Sales team also offers a range of tailor-made packages to suit your company's individual marketing needs and budgets.

### Boost Your Brand

Leverage Metstrade's extensive promotional platforms to enhance your visibility:

- Custom branding opportunities
- Post-event reports to maximise exposure



[More info](#)



## Be part of a Country Pavilion

In association with the International Council of Marine Industry Associations (ICOMIA), Metstrade features country pavilions. ICOMIA is the international trade association representing the global marine industry since 1966. ICOMIA brings together national marine industry associations (MIA's) in one global organization and represents them at an international level.



## Country Pavilions organised by ICOMIA marine industry associations

### AUSTRALIA

AIMEX  
Mr. David Good  
T: +61 413 375 820  
E: dgood@aimex.asn.au  
www.aimex.asn.au



### CANADA

NMMA CANADA  
Ms. Marie-France Mackinnon  
T: +1 613 367 5002  
E: mmackinnon@nmma.org  
www.nmma.ca



### CROATIA

CBIA  
Mr. Teo Petričević  
T: +385 51 279 904  
E: teo@capax.hr  
www.uhnp.hr



### ESTONIA

AEMI  
Mrs. Anni Hartikainen  
T: +372 514 5968  
E: anni.hartikainen@marineindustry.ee  
www.marineindustry.ee/en/



### FINLAND

FINNBOAT  
Mr. Jarkko Pajusalo  
T: +358 40 673 4032  
E: jarkko.pajusalo@finnboat.fi  
www.finnboat.fi



### FRANCE

F.I.N.  
Mr. Sébastien Milcendeau  
T: +33 1 4437 0400  
E: metstrade@fin.fr  
www.fin.fr



### GERMANY

Mr. Claus E. Meyer  
T: +49 40 30 70 67 92  
E: meyer@dbsv.de  
www.dbsv.de



### ITALY

CONFINDUSTRIA NAUTICA  
Mr. Igor Carlini  
T: +39 010 576 9819  
E: carlini@isaloninautici.com  
www.confindustrianautica.net



### NETHERLANDS – SYP

Holland Yachting Group  
Ms. Evy Menheere  
+31 6 12 13 11 67  
menheere@maritimetechnology.nl  
www.hollandyachtinggroup.nl



### NEW ZEALAND

NZ Marine  
Mr. Peter Busfield  
T: +64 9 360 0056  
E: info@nzmarine.com  
www.nzmarine.com



### NORWAY

NORBOAT  
Mr. Thomas Nicolai Bjonness  
T: 0047 905 29 911  
E: tnb@norboat.no  
www.norboat.no



### POLAND

Polboat  
Mr. Michal Bak  
T: +48 735 452 233  
office@polboat.eu  
www.polboat.eu



### SPAIN

ANEN  
Mr. Jose Luis Fayos  
T: +34 91 353 2994  
E: anen@anen.es  
www.anen.es



### SWEDEN

SWEBOAT  
Mr. Mats Eriksson  
T: +46 8 449 55 90  
E: me@sweboat.se  
www.sweboat.se



### UNITED KINGDOM

British Marine  
Ms. Ella Davies  
T: +44 7767 480 313  
E: edavies@britishmarine.co.uk  
www.britishmarine.co.uk



### U.S.A.

NMMA  
Ms. Courtney Erhardt  
T: +1 312 946 6237  
E: cerhardt@nmma.org  
www.nmma.org



## Country Pavilions organised by other associations

### RAI CHINA

Mr. Chris Shen / Ms Cora Bao  
T: +86 333 60 702  
M: +86 135 016 522 15 (Chris Shen)  
M: +86 176 210 647 40 (Cora Bao)  
E: chris.sh@rai-global.com  
E: cora.b@rai-global.com

### SOUTH KOREA

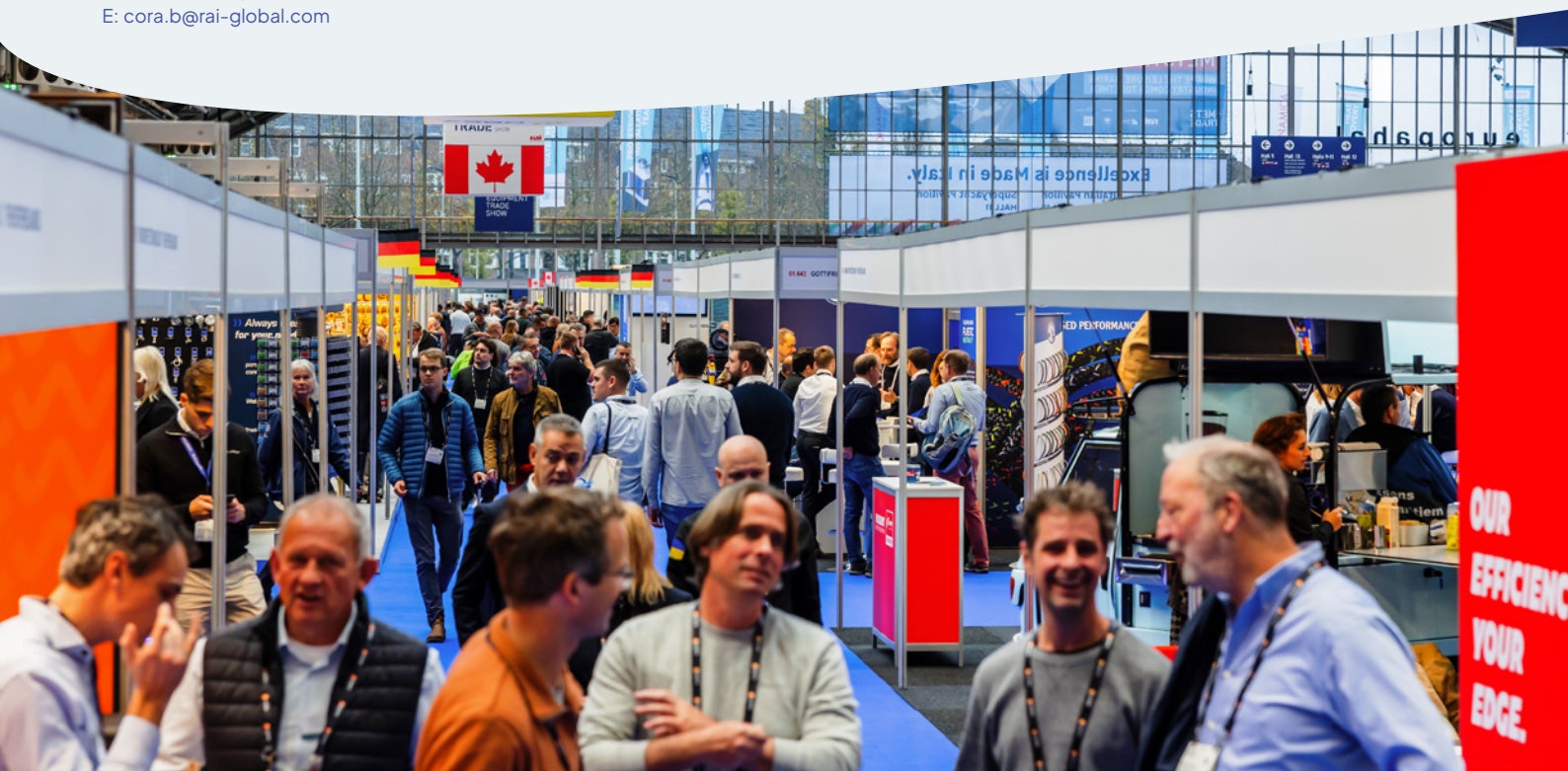
KINTEX  
Mr. Matthias Song  
T: +82 31 995 8779  
E: kibs@kintex.com

### TÜRKIYE

RAI AMSTERDAM  
Ms. Açelya Bayraktar  
T: +90 535 362 88 80  
E: a.bayraktar@rai-global.com

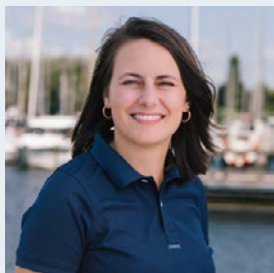
### U.S.A. – SYP

U.S. Superyacht Association  
Ms. Kitty McGowan  
T: +1 954 792 8666  
E: info@ussuperyacht.com

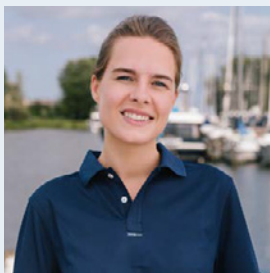


# Contact our sales team

For all inquiries and bookings, please contact our sales team. They are ready to assist you and provide the information you need: [metstrade@rai.nl](mailto:metstrade@rai.nl).





**Romi van Hilten**  
Sales Consultant  
[r.v.hilten@rai.nl](mailto:r.v.hilten@rai.nl)  
+31 (0)6 38 57 05 21



**Eveline Ludwig**  
Sales Consultant  
[e.ludwig@rai.nl](mailto:e.ludwig@rai.nl)  
+31 (0)6 43 44 23 60

## RAI sales representatives

 **France & Monaco**  
Mr Laurent Subra  
T: +33 6 020 598 70  
E: [laurent@pyreneesmedia.com](mailto:laurent@pyreneesmedia.com)

 **United Kingdom & Ireland**  
Ms Julia Hallam  
Ms Corinna Francis  
t: +44 1621 855 890  
e: [juliahallam@metstrade.biz](mailto:juliahallam@metstrade.biz)  
e: [corinnafrancis@metstrade.biz](mailto:corinnafrancis@metstrade.biz)

 **Germany**  
Ms Claudia Raej  
t: +49 173 79 11 049  
e: [c.raej@rai.nl](mailto:c.raej@rai.nl)


 **Poland, Czech republic, Slovakia, Ukraine, Hungary, Belarus, Romania, Bulgaria, Lithuania and Latvia**  
Mr Richard Kostuch  
t: +48 695 532 248  
e: [uniqpolcouncil@gmail.com](mailto:uniqpolcouncil@gmail.com)


 **Japan**  
Mr Atsushi Sasaki  
T: +81 80 43110 358  
E: [a.sasaki@rai-global.com](mailto:a.sasaki@rai-global.com)  
Mr Boris Dongelmans  
T: +1240 23 43 254  
E: [b.dongelmans@rai-global.com](mailto:b.dongelmans@rai-global.com)

 **China, including Hong Kong, Taiwan & Macau**  
Ms Chris Shen  
M: +86 135 016 522 15  
E: [chris.sh@rai-global.com](mailto:chris.sh@rai-global.com)  
Ms Cora Bao  
M: +86 176 210 647 40  
E: [cora.b@rai-global.com](mailto:cora.b@rai-global.com)

 **Spain & Portugal**  
Mr Victor Dorado  
T: +34 606 547 314  
E: [vdorado@expertrade.biz](mailto:vdorado@expertrade.biz)  
Ms Regina Salazar  
T: +34 656 726 901  
E: [rsalazar@expertrade.biz](mailto:rsalazar@expertrade.biz)

 **Italy**  
Ms Eva Green / Ms Roberta Pecini  
T: +39 010 583 684  
E: [mets@ediconsult.com](mailto:mets@ediconsult.com)

 **Turkey**  
Ms Açelya Bayraktar  
T: +90 535 362 88 80  
E: [a.bayraktar@rai-global.com](mailto:a.bayraktar@rai-global.com)

 **Australia & New Zealand**  
Ms Suzanna Kovacevic  
T: +61 438 22 46 09  
E: [suzanna@raiaust.com](mailto:suzanna@raiaust.com)

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