

# 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, the leading leisure marine equipment and technology show. This premier global event brings together the best of the leisure marine 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

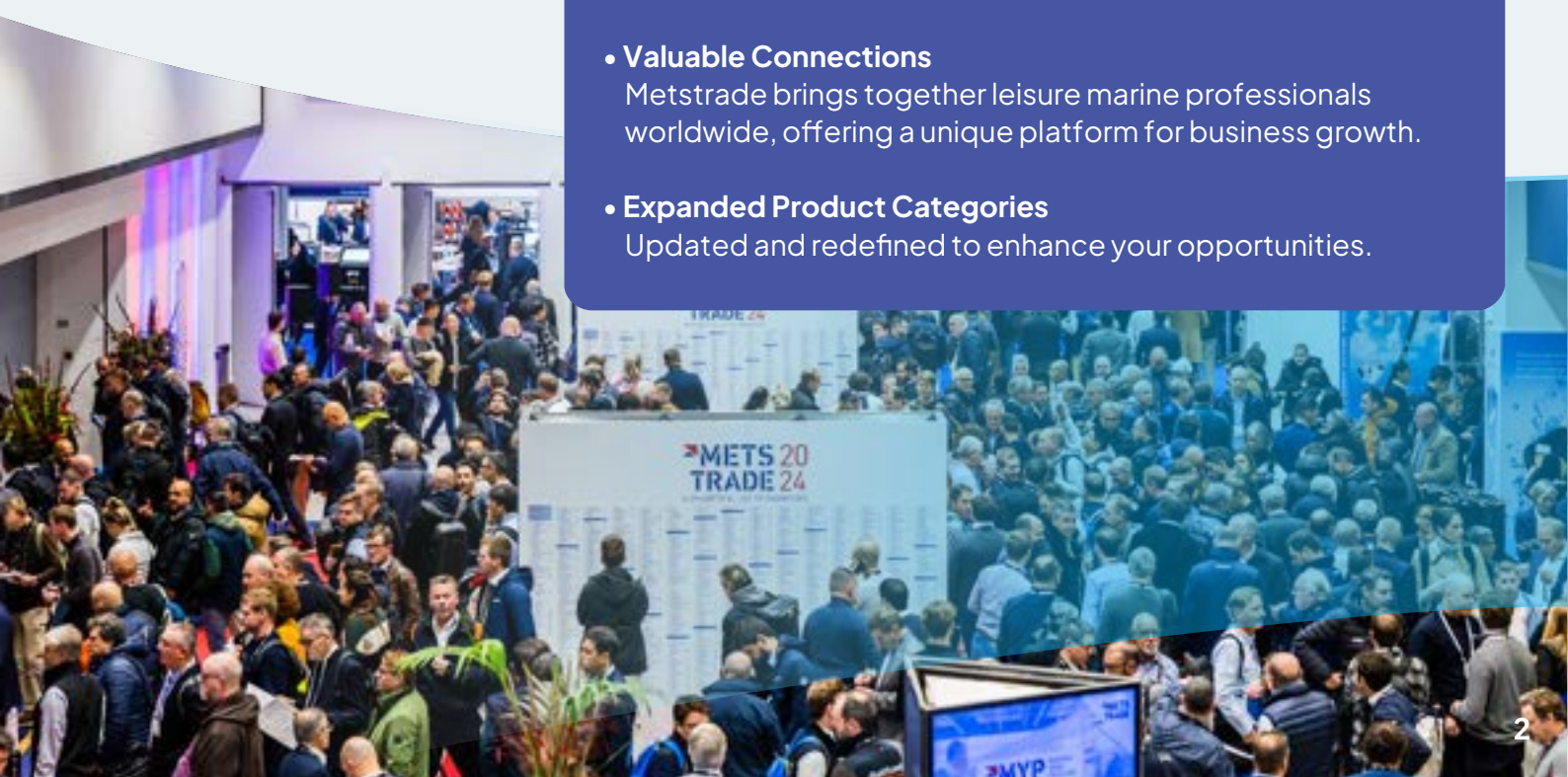
**The Superyacht Forum**



Secure your spot now!

## Why 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**  
Updated and redefined to enhance your opportunities.



# Facts & Figures Metstrade 2024



**31,824**  
visits



**19,779**  
unique visitors



**134**  
nationalities



**1,592**  
exhibitors



**exhibitors**

Overall rating **8.7**

Participate again?  
Yes **98%**



**visitors**

Overall rating **8.8 (91%)**

Quality of the show  
Good or very good **96%**



**29** country pavilions  
**87%** international exhibitors from 53 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

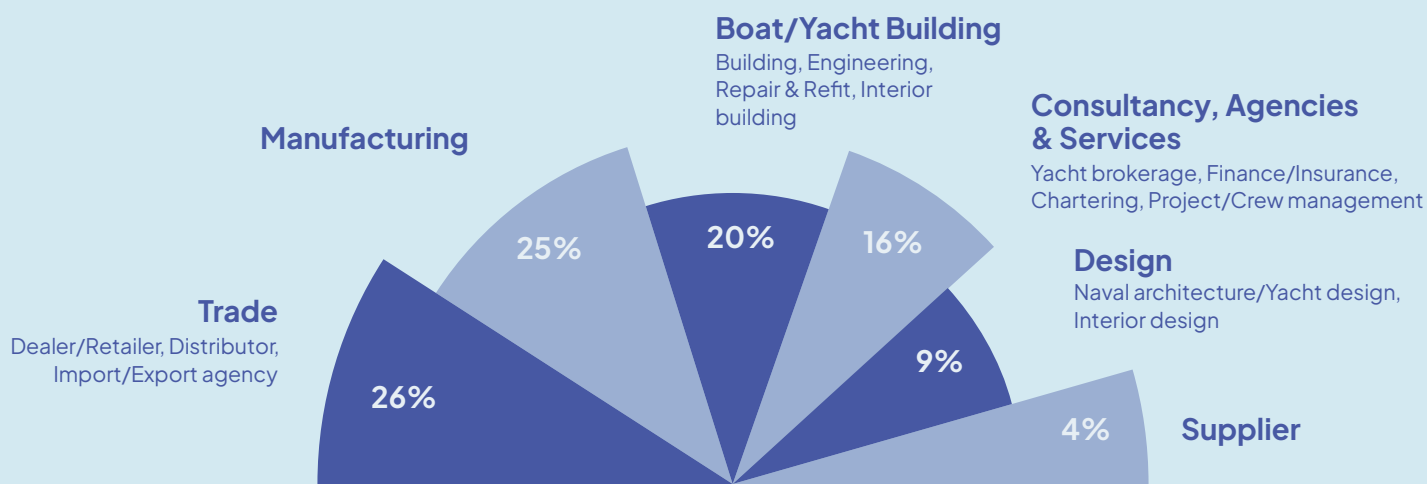


Instagram  
7,150+



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

Elevate your brand and present your state-of-the-art marina-specific equipment at the esteemed Marina & Yard area – the premier global platform for leisure marine professionals, industry leaders, and innovators.

This is a unique opportunity to position your brand at the forefront of the global leisure marine industry.

## Start-up

Hall 7

Aspiring entrepreneurs and innovators have a unique opportunity to position their start-up at the forefront of the leisure marine industry. The Start-up area in Hall 7 provides a dynamic platform to showcase groundbreaking products and services, connect with key industry players, and explore new business opportunities.

Secure your spot and become part of the next generation of industry leaders. The Start-up area is in partnership with Yachting Ventures.

## Foiling Technology

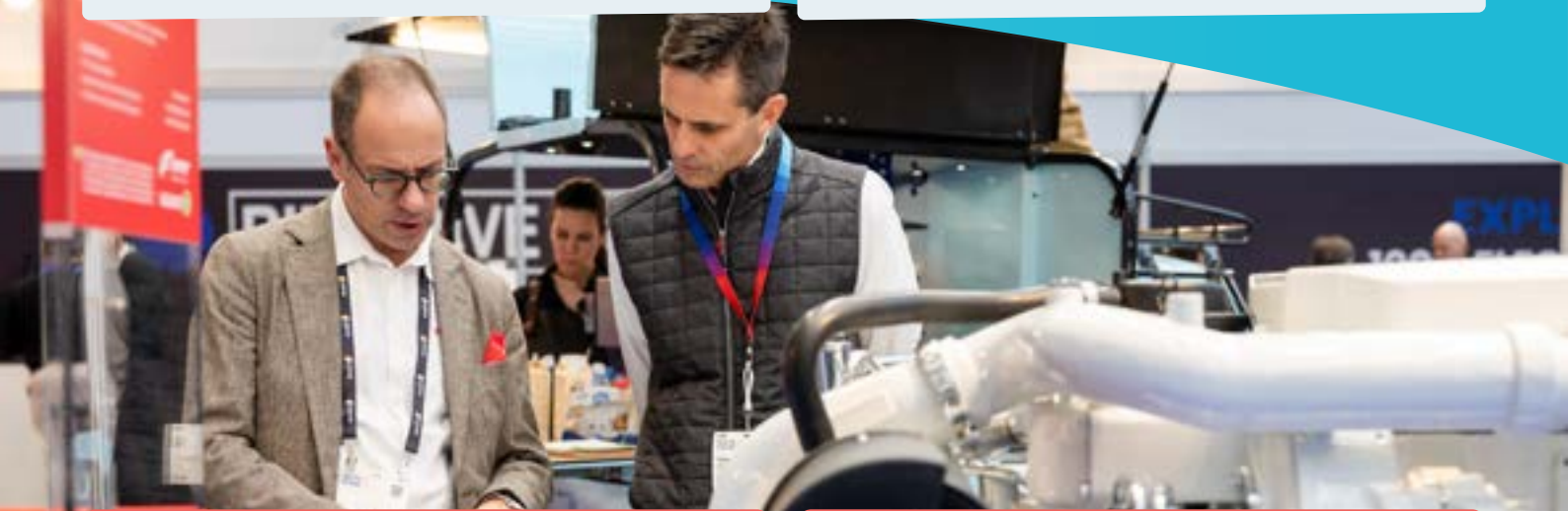
Hall 7

The Foiling Technology area exhibits 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 present the latest foiling technology and host discussions on trending topics in the industry.

## Construction Material

Hall 11 - NEW location

Architects, engineers, and construction professionals, this is your opportunity to showcase your latest innovations. The prestigious Construction Material area provides the ultimate global platform to present cutting-edge materials and connect with industry leaders.



# Metstrade features



Extra  
Hall

## 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 superyacht market. New in 2025, the Superyacht area will span 3 halls at Metstrade, including a dedicated Refit Cluster.

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

New in  
2025

## Refit Clusters

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.

New in  
2025

## Enhanced experiences



### 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, 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

Based on visitor feedback, Metstrade 2025 will introduce a refined dining experience, offering high-quality food and drinks alongside additional space for networking opportunities.



## Country Pavilions

National pavilions showcase 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, the international trade association representing the global marine industry since 1966, unites national marine industry associations (MIAs) under one global organization and represents them at an international level.

This year, an impressive 29 countries will be represented, with Estonia joining the country pavilions for the first time.



[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 the leisure 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](#)



## Why participate in 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.

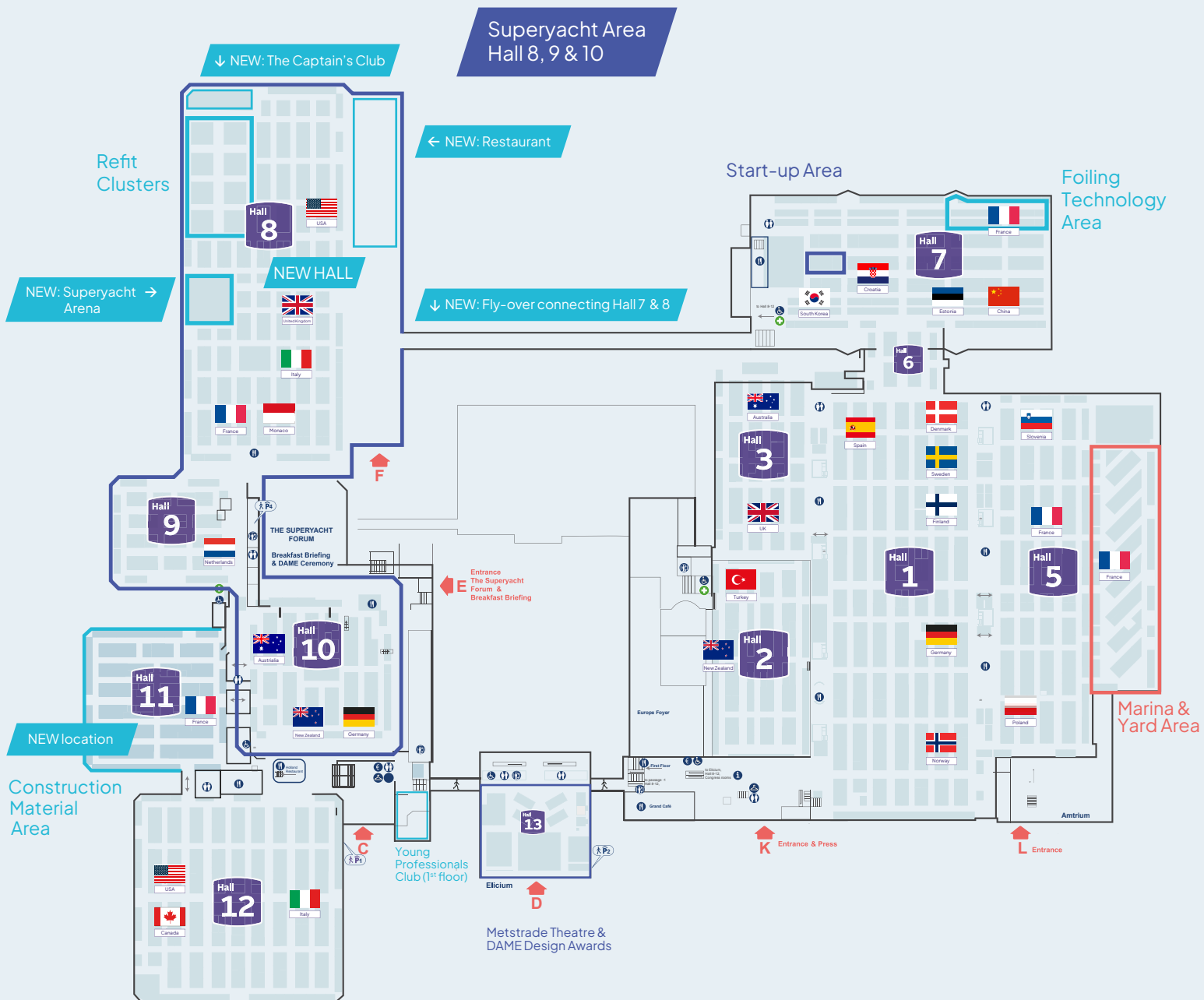
The two day event will take place just before Metstrade, on 18 and 19 November 2025.



[More The Superyacht Forum](#)



# Provisional floorplan Metstrade 2025



Provisional floorplan - subject to change.

## Specialised Areas:

- Hall 5: Marina & Yard
- Hall 7: Start-up, Foiling Technology
- Hall 8, 9, 10: Superyacht & Refit Clusters
- Hall 11: Construction Material

## Inspiration specials:

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

# Stand packages Metstrade 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

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

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



## Premium package

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

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

*\*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

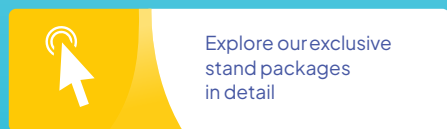
Enjoy effortless plug-and-play stand packages, with everything from setup to catering covered, leaving you free to focus on showcasing your cluster's unique offerings.

## Customized plug-and-play stand

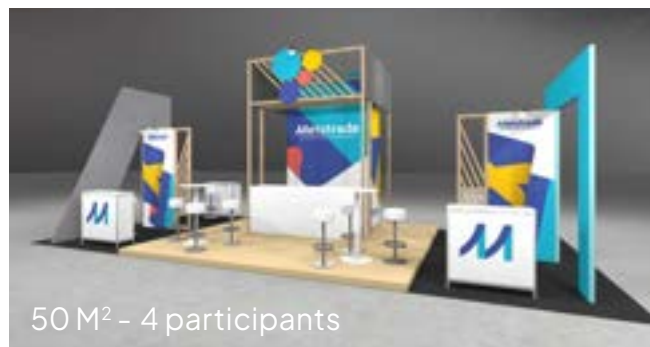
- Stand space, electricity, storage and lights
- Carpeting & furniture
- Customized coloured walls
- Customized full colour stand graphics
- Centralized catering area including a host
- Luxury F&B service
- Free Wi-Fi
- Exhibitor badges
- Hoste(ess)

## Extra benefits

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

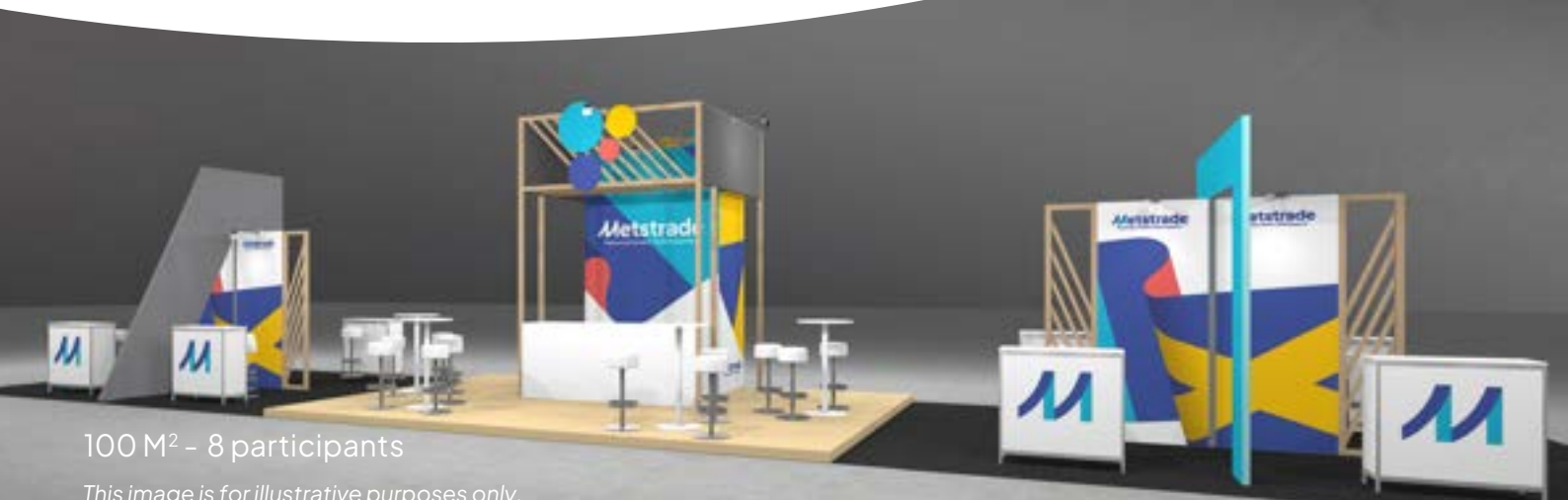


Stand packages	Regular Rates*
50 M <sup>2</sup> packages - 4 participants	€ 41,700.00
100 M <sup>2</sup> packages - 6 participants	€ 72,850.02
100 M <sup>2</sup> packages - 8 participants	€ 79,345.00



*This image is for illustrative purposes only.*

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



100 M<sup>2</sup> - 8 participants  
*This image is for illustrative purposes only.*

# Booking process timeline



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

Milestone	Date
Early Bird deadline	1 March 2025
Official allocations	June 2025
Final payments due	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





## 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 organisation and represents them at an international level.



## Country pavilions organised by ICOMIA marine industry associations

### AUSTRALIA

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### FINLAND

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## Country pavilions organised by other associations

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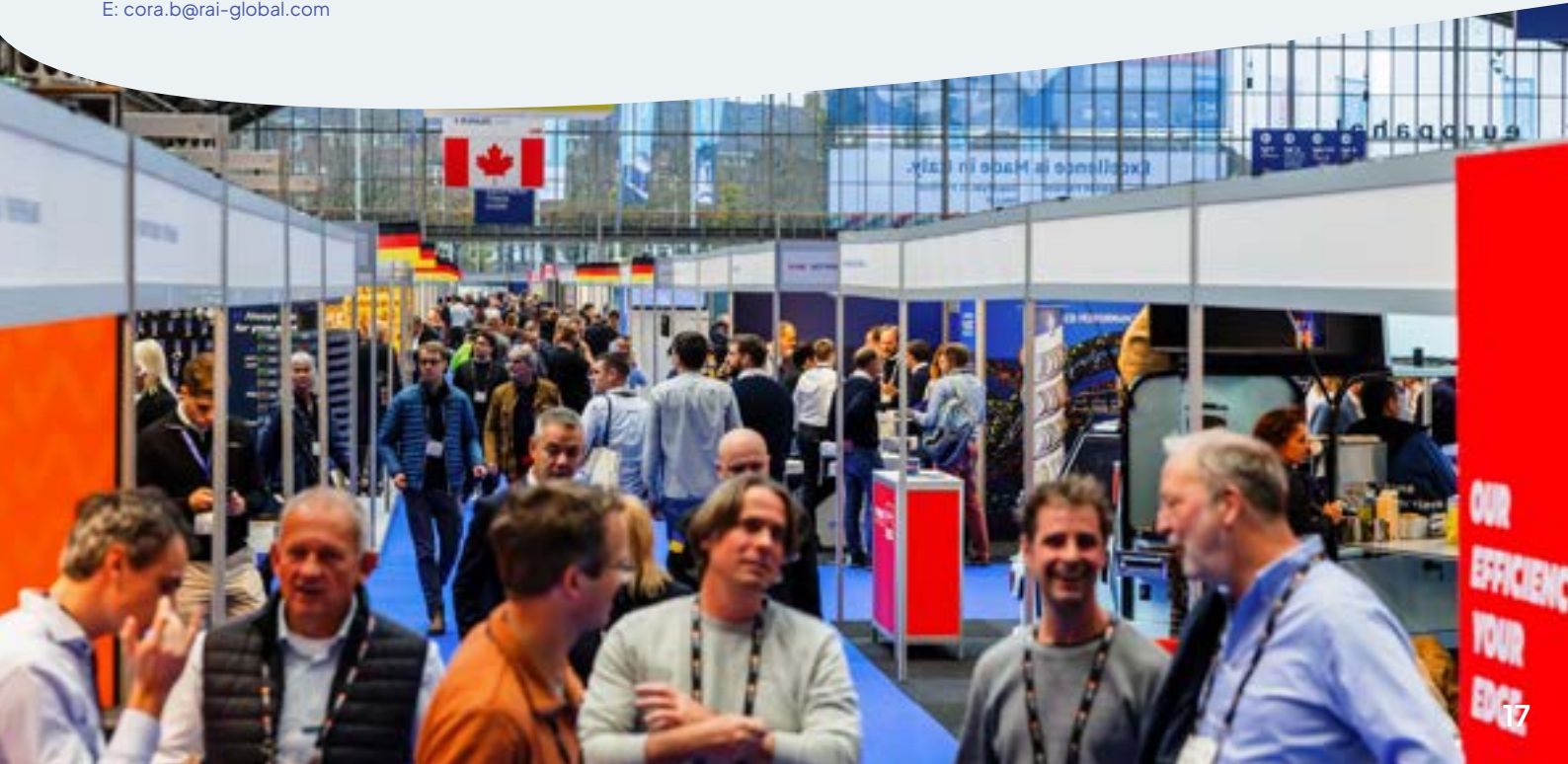
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OUR  
EFFICIENT  
YOUR  
EDGE

# 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).



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Metstrade.com