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CONTACT: Seth Romans
Synergy Mexico
seth@synergymexico.com
011+52 (624) 105-1325

WHY OVER 4,000 EXPECTED TO VISIT THE 4TH ANNUAL CABO MARINE BOAT SHOW

Los Cabos, Mexico (February 4th, 2013) – For the last 4 years, one of Mexico’s most popular boat shows has been held annually at the IGY Marina in Cabo San Lucas, Mexico. The Cabo Marine Show returns on May 1st through the 4th, 2013 in an event that is expected to draw more than 4,000 visitors from mainland Mexico, the US and Canada to explore the best nautical and marine industry products and services that Mexico has to offer.

There are many reasons as to why projections have visitor numbers increase more than double since the Show’s debut four years ago. In 2012, the dates were modified to accommodate the G20 Summit held in Los Cabos, pushing the event back to the first week of July. In addition, the economy has drastically improved compared to 2011 and 2012 in Los Cabos. Lastly, the safety and security found in the destination is unparalleled and people have come to understand this fact.

Sergio Igartua, Founder of the Cabo Marine Show explains more about this year’s high expectations, “For the 2013 event, we are expecting more than 1,000 visitors per day during our new four-day event program. We also will have up to 50 industry exhibitors ranging from yacht brokers to marine industry brands and makes such as Azimut, Bertram, Beneteau, Fairline, Sea-Doo, Suzuki and Mercury Marine, among others such as the privately owned Spirit of Two Thousand & Ten Luxury Mega-Yacht.”

Oscar Avalos, Director of MAA+Eventos, the Mexico City based events management company in charge of this year’s Cabo Marine Show, is excited about this year’s event. “Some of the major differences between last year’s event and this year are the dates. We are moving the event to earlier in the year in lieu of better weather that will guarantee a greater number of visitors. Plus, the selected dates are considered a domestic

“puente” (holiday weekend)” said Oscar. “The format of the show does carry good change too. This year will be a four-day event when in the past the event ran for three days. Lastly, we have chosen an afternoon-only schedule with event hours from 5pm-10pm daily.”

The Cabo Marine Show is much more than a nautical event. It is about creating a network between exhibitors and local business owners as well. The show features more than 50 local, national and international companies with dozens of the newest boats, gadgets, engines, marine gear and accessories.

Another new aspect to the 4th Annual Cabo Marine Show is the hiring of Synergy, a Mexico-based Marketing and PR agency. Seth Romans, Owner of Synergy says, “Last year was an extremely successful event in many ways. Not only was it a great way to connect to other exhibitors, I actually sold a boat. This year, my company expects to help generate more awareness through our international partners while working with the local community, resorts, hotels and business owners to make the 2013 event the most successful to date.”

The Cabo Marine Show is unique in the sense that it offers live entertainment nightly, with local musicians playing for the public. With a superior location on the marina waterfront, access to the top restaurants and hottest bars is another perk. Today, it is the only boat show in Mexico that offers an open-air, in-water setting with free admission to the general public in the heart of the downtown area in Cabo San Lucas.

For more information, please visit www.cabomarineshow.com. For exhibitor rates and information, please contact MAA+Eventos in Mexico City at 011+52 (55) 5605-5054 or email info@maaseventos.com

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