



YACHT RACING FORUM

7-8 DECEMBER 2015



MEDIA PARTNERSHIP PROPOSAL



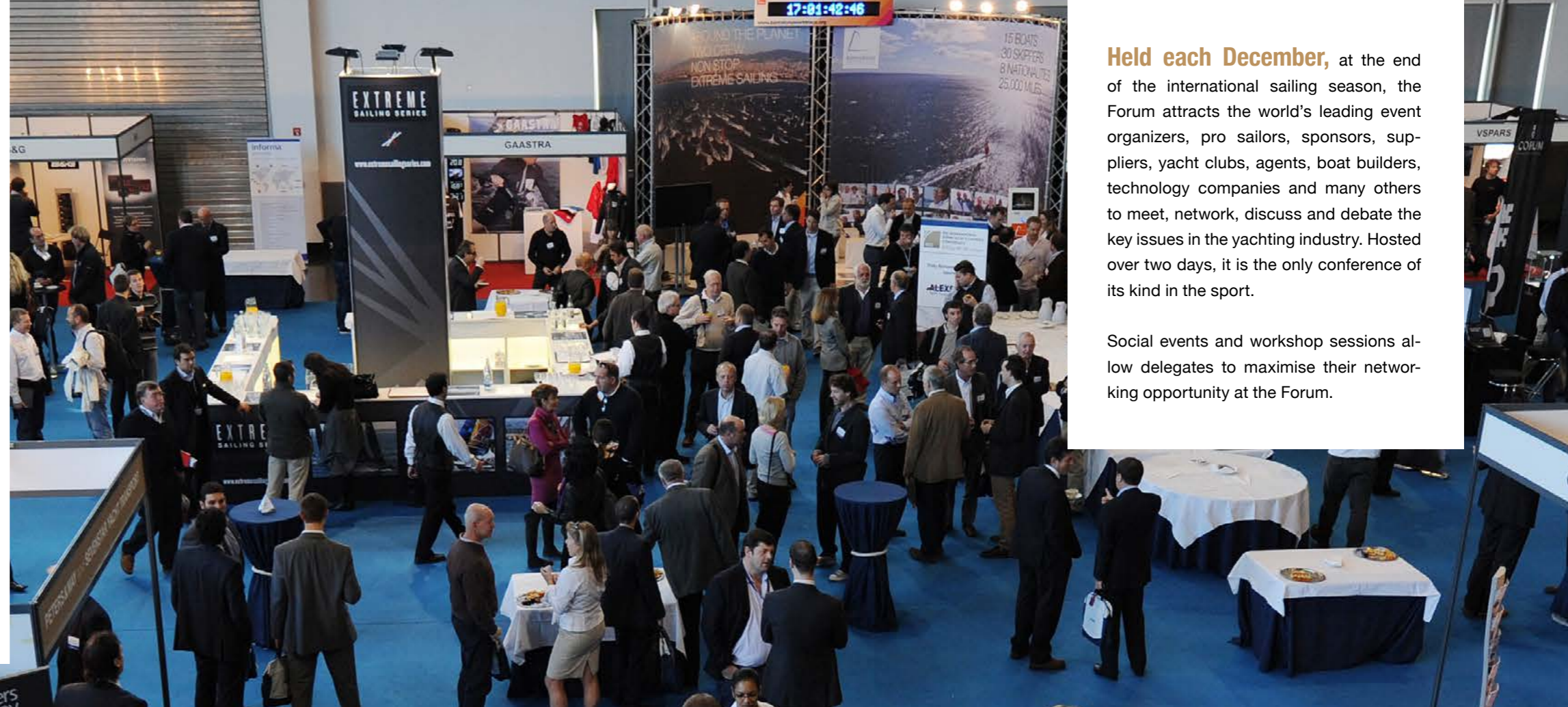


YACHT RACING FORUM

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The Yacht Racing Forum is the leading annual conference for the business of sailing and yacht racing. Composed of separate conference streams, this annual event will deliver important ideas and concepts in three key areas that affect everyone in the yacht racing industry: the Business, organizational and planning aspects of the sport; the importance of Design & Technology to drive innovation and, for the first time, the role Risk Management plays in the structure of the sport.

The 2015 Yacht Racing Forum will attract over 300 decision makers in one place at one time to do business and meet future clients: athletes, sponsors, event organisers, designers, technical suppliers and anyone involved or just interested in yacht racing.



Held each December, at the end of the international sailing season, the Forum attracts the world's leading event organizers, pro sailors, sponsors, suppliers, yacht clubs, agents, boat builders, technology companies and many others to meet, network, discuss and debate the key issues in the yachting industry. Hosted over two days, it is the only conference of its kind in the sport.

Social events and workshop sessions allow delegates to maximise their networking opportunity at the Forum.

Being a media partner of the Yacht Racing Forum will achieve the following objectives:

POSITION YOUR PUBLICATION AT THE VERY HEART OF THE INTERNATIONAL YACHT RACING INDUSTRY

BECOME (OR STRENGTHEN YOUR POSITION AS) A KEY PLAYER IN THE SAILING WORLD

ENHANCE YOUR BRAND AWARENESS WITHIN YACHT OWNERS, HOST CITIES, EVENT ORGANIZERS, PROFESSIONAL SAILORS AND OTHER KEY ACTORS FROM WITHIN THE YACHT RACING INDUSTRY

DEVELOP YOUR DIRECT, PERSONAL CONTACTS WITH THE INTERNATIONAL YACHT RACING COMMUNITY

SHOWCASE AND DISTRIBUTE YOUR PUBLICATION TO THE SPORTS' KEY ACTORS

BENEFIT FROM THE GREAT NETWORKING OPPORTUNITIES OFFERED BY THE FORUM

ASK YOUR QUESTIONS - EXPOSE YOUR POINT OF VIEW

SPEND A NICE, INTERESTING, ENTERTAINING AND FUN TIME IN A GREAT ENVIRONMENT

TESTIMONIALS:

BEN AINSLIE, TEAM PRINCIPAL, BEN AINSLIE RACING:

« I appreciate the Yacht Racing Forum because it is the only time in the year when we can meet other key stakeholders from the yacht racing industry - race organizers, sponsors, venues or other athletes - in a friendly environment, out of the pressure of a competition. The organizers of the event, MaxComm, Bernard Schopfer and his team have been involved in top level yacht racing events for over a decade and I trust their ability to put in place a great event. »

SIR KEITH MILLS, CHAIRMAN OSM (OPEN SPORTS MANAGEMENT/OCEAN MASTERS IMOCA CIRCUIT) AND TEAMORIGIN (ACWS PORTSMOUTH), INVESTOR IN BAR (BEN AINSLIE RACING):

« I have attended the Yacht Racing Forum on a couple of occasions and feel strongly that we need to develop this forum into an action oriented, decisive body that agrees priorities for our sport of sailing and can then follow up and take accountable actions that deliver impact and value. I look forward to seeing the progress over the coming months under the new management of Maxcomm Communication and Bernard Schopfer. »

MARK TURNER, EXECUTIVE CHAIRMAN, OC SPORT:

« Every sport needs a business focused forum, where the major players meet to exchange ideas and challenges for taking the whole of their sport forward - this event has become established as the place to be each year for the leaders in the sport »

HISTORY

YACHT RACING FORUM

Yacht Racing Forum 2015 advisory board

The following personalities have joined the Yacht Racing Forum 2015 advisory board. Their role is to endorse the event and its organizers, and to share their experience and knowledge to help further develop the event and establish the content of the conferences and debates.

François Gabart (FRA), winner of the Vendée Globe 2013



Dobbs Davis (USA), journalist, Seahorse



Mark Turner (UK), founder, OC events



Loïck Peyron (FRA), winner of the Route du Rhum 2014



MONACO

GRIMALDI FORUM
2008 - 2009



CASCAIS, PORTUGAL

ESTORIL CONGRESS CENTRE
2010 - 2011



GOTHENBURG, SWEDEN

CLARION POST HOTEL
2012 - 2013



BARCELONA, SPAIN

HOTEL HESPERIA TOWER
2014





The World's best sailors & designers

The Yacht Racing Forum has become a must attend event for the world's most prominent sailors, who benefit from a great platform to present their projects, share their views on the future of yacht racing, meet potential partners, designers, engineers and technical providers.

Russell Coutts
François Gabart
Ben Ainslie
Loïck Peyron
Iain Percy
Michel Desjoyeaux
Peter Gilmour
Sam Davies

Guillaume Verdier
Alex Thomson
Paul Cayard
Juan Kouyoumdjian
Brad Butterworth
Pat Shaughnessy
Guo Chuan
Alain Gautier

Stève Ravussin
Pepe Ribes
James Dadd
Andy Claughton
Michael Richelsen
... and many more

Yacht Racing industry opinion leaders

Many things happen at the Yacht Racing Forum, during plenary sessions or lunch breaks as well as behind closed rooms... The new VO65, used in the Volvo Ocean Race, was for example born during the Forum 2011 in Estoril. Organizers use the opportunity to present new events; venue managers introduce their race sites; potential sponsors compare events, venues and projects before they make their choice.

Sir Keith Mills
Mark Turner
Ken Read
Paul Cayard
Luc Talbourdet
Jerome Pels
Leslie Greenhalgh
Peter Bayer

Knut Frostad
Rod Carr
Shirley Robertson
Graeme Beeson
Andrew Pindar
Bernard d'Alessandri
Tom Ehman
Bertrand Cardis

Cem Bozkurt
Richard Moore
Cliff Webb
James Pleasance
Bryan Winning
Rob Weyland
Jean-Baptiste Durier
... and many more

The sport's most involved sponsors

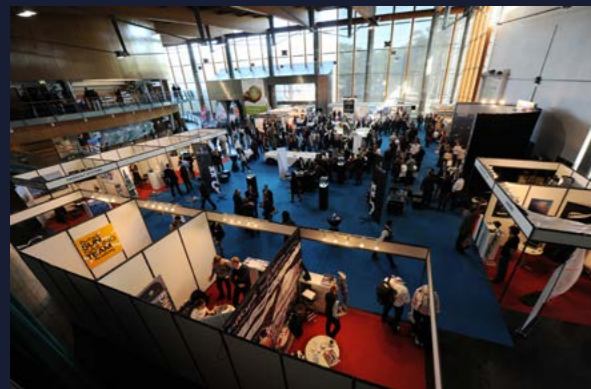
Sponsors involved in the yacht racing industry benefit from a unique platform to showcase their involvement in the sport, discuss key issues and meet the sport's key decision makers. Their participation is beneficial to the entire industry: it is the only time that all actors (sportsmen, venues, partners, technical suppliers or sponsors) are united in the same room, in a friendly atmosphere, prone to making new contacts and learnings.





Prominent exhibitors

The YRF is not a boat show: it is a gathering of professionals from within the yacht racing industry. It is therefore the perfect place to showcase events, technologies, classes or venues aimed at this very specific public.



Perfect networking opportunities

The Forum is all about networking, meeting new people, making contacts and business in a relaxed and friendly environment. Many great opportunities are scheduled alongside the more formal presentations that occur during the Forum: lunch and coffee breaks, gala diner, private meetings...





International media

The Forum is a perfect opportunity for journalists to meet the sports's key players, organise interviews and discover new projects. It is also a great opportunity for the sport's key players to get to know the best yacht racing journalists and develop a personal and friendly relation with them, out of the context of a competition.



One event, three conferences:

Business & marketing

The Business & Marketing conference focuses on the commercial aspects of the sport: sponsorship, event organisation, marketing, communication, venues, yacht clubs... It is a must attend event for organisers, sailing teams, venues, sponsors and agencies in the yacht racing industry.

Design & Technology

Running parallel to the Forum, the Design & Technology Symposium focuses on the latest developments and innovations within yacht racing. This includes the latest technology from the America's Cup, safety innovations, foils and flying boats, rigid sails and new materials.

Risk Management

Yacht Racing Risk Management is a new conference that aims to deliver information, best practice and networking in this vital area of the yacht racing industry. Specifically the conference will focus on the legal and risk issues around team operations, event organiser liability, construction, sponsor requirements, intellectual property, logistics, surveys and team member contracts.

Format

The design symposium and risk management conferences take place on day one of the event only, alongside the business and marketing conference. Day 2 is common to all delegates, with joint plenary sessions who allow delegates to share common issues and forge business relationships.





Typical Schedule

ARRIVAL DAY (Sunday)

Arrival of guests and speakers to the host city
Evening: Welcome reception (optional)

DAY 1 (Monday)

Morning coffee, networking, exhibition
Conference sessions, separate for YRF and DTS and RM
Lunch and networking
Afternoon conference sessions
Evening: YRF gala dinner reception
and / or party with speaker / presentation opportunity

DAY 2 (Tuesday)

Morning coffee, networking, exhibition
Joint conference sessions for both YRF and DTS and RM
Lunch and networking
Afternoon conference sessions
Departure or:

DAY 3 (Wednesday)

Optional excursions for guests



Conference rooms, exhibition & networking lounge

The first day of the conference takes place in separate rooms:

- The Yacht Racing Forum - main conference - will unite up to 300 delegates.
- The Yacht Racing Design & technology Symposium will attract up to 100 delegates.
- The Risk Management conference will attract up to 70 delegates.

The three conferences will be merged on day two, reassembling up to 400 guests

In-between the conferences, delegates meet up in the exhibition and networking area, where coffee breaks, lunch and drinks are served to the participants.

Marketing and Promotion

YRF will be promoted via a comprehensive marketing and advertising campaign including the event brochure, inserts in media partners titles, promotion via YRF social networks, e-newsletters and a dedicated website.



Media representatives from all over the world are most welcome to the event and we hope to meet you on this occasion.



Additional key reasons to become a media partner include

- Over 50 international speakers and panel members
- Your chance to meet and hear from Global Yacht Racing 'personalities'
- 50 + Marine Media representatives
- 8 market driven highly interactive panel sessions – a chance to ask your questions
- 9 networking sessions
- Exhibition stands showcasing cutting edge solutions and technology providers
- Evening social functions
- Held in association with the Yacht Racing Design and Technology Symposium

Terms of the partnership

The YRF commits to:

Announce the media partnership in an official YRF Newsletter distributed to over 10'000 targeted contacts from within the yacht racing industry, including the media partner logo and link

Display the media partners logos (& link when appropriate) on the following supports:

- Event brochure
- Website
- Main backdrop in both auditoriums
- Press releases

Distribute your publication (print) to the YRF delegates (provided mailing in sufficient numbers to the venue organized and paid by the media)

Free access to the Forum / Symposium / Risk management conference

Major discount on a 9 sqm stand - € 3'000.- (+ shell scheme)

The media partner commits to:

a) Print media:

Editorial:

- Announce the media partnership with the YRF asap after signing the media partnership contract
- Publish an article announcing the 2015 edition of the Forum in your September issue (or as close as possible)
- Publish an article about the YRF asap after the event

Advertisement:

- Publish a half page advertisement prepared by the YRF, that incorporates logos from the event's partners and practical information, in the November issue (or as close as possible)

b) Online media:

- Announce the media partnership with the YRF asap after signing the media partnership contract
- Publish all press releases / Newsletters about the YRF
- Publish (in November) a feature prepared by the YRF, that incorporates logos from the event's partners and practical information

Duration of the partnership

- The media partnership is valid in 2015, and automatically renewed for the next year unless otherwise specifically mentioned in writing.



YACHT RACING
FORUM
7-8 DECEMBER 2015

Become a media partner of the Yacht Racing Forum - sign now!

If you accept to become a media partner of the Yacht Racing Forum under the terms specified above, please sign below, scan the page and send it to MaxComm.

Signature

Date and location

Name of the media

Name and title of the signer in capital letters

Signature

Please send to: contact@maxcomm.ch

MaxComm Communication:

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