



BECOME A SPONSOR OF EUROPE'S LEADING
IN-WATER BOAT SHOW

CANNES YACHTING FESTIVAL

8-13 SEPT. 2026



cannesyachtingfestival.com





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The unmissable event for Yachting
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From one end to the other of the Croisette

BECOME A SPONSOR

Sail with us
Make the most of your exhibition space
Stand out!
Privatise our reception areas
Offer your clients an exceptional experience

OUR PARTNERSHIP OPPORTUNITIES: B2C

- Official partner
- Destination of Honour
- Automotive
- Innovation Route
- VIP Clubs
- Sea shuttles
- Timekeeper
- Signature restaurants
- Port Canto golf carts
- Press villages
- Palais Premium
- Vieux Port Premium
- Port Canto Premium

B2B

- Exhibitors' cocktail & business centres
- Press services
- Captains

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EDITORIAL

**In Cannes, yachting is a culture.
It is where something exceptional is experienced,
where everyone speaks the same language.**

The Cannes Yachting Festival aligns with an environment that is more than just an event. Cannes is more than just a setting: it is a cultural signature, an internationally renowned destination, a symbol of elegance and lifestyle.

The Festival brings together a privileged and selective clientele at the heart of the French Riviera: international decision-makers, those who have a passion for excellence, and are attuned to customisation, innovation, heritage and transmission. A clientele seeking all the new and timeless moments the sea can offer. One that is informed and cosmopolitan, one that shares the same values as the great luxury houses.

With over one billion euros worth of boats exhibited, the Cannes Yachting Festival is an exceptional place where yachting professionals naturally converse with the most prestigious brands.

Becoming a partner is much more than being seen.

It means anticipating a new environment of expression and associating your brand with an art of living, where you create exclusive experiences and provide an exceptional customer journey, in a setting where emotion and authenticity are paramount.

It also means becoming part of a highly diverse ecosystem of visitors with high disposable income, and SMEs and medium-sized enterprises that exhibit: boat builders, service and equipment companies.

The Cannes Yachting Festival gives its partners the opportunity to enjoy a space of rare influence, at the crossroads of business, culture and excellence.



Constance BRÉMENT
Director
Cannes Yachting Festival



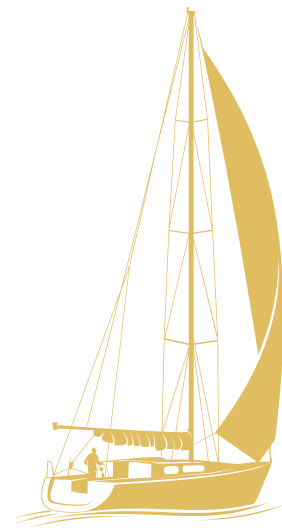


THE **UNMISSABLE** EVENT FOR YACHTING



The leading boat show

in water in Europe



The leading boat show

in the world for new large sailing
boats from 10 metres long



The 1st boat show

on the nautical calendar

All **the major names** in the international boating industry (boat builders and equipment manufacturers) are present to meet an audience made up of enthusiasts, professionals, and journalists from all corners of the globe.

It is a major event in the industry, marked each year by numerous **world premieres** being launched along with **exclusive presentations**.





AN EXCEPTIONAL MARKET

B2C: A HIGH-INCOME INTERNATIONAL TARGET

ULTRA HIGH-END BUYERS

For these visitors, who have very high purchasing power, yachting is a lifestyle and sea serves as a backdrop to relaxation and enjoyment.

For them, a boat combines comfort, privacy and experience, and implies their success.

Boats of choice

- 12-25 m yacht (€500k to €8M)
- 35 m and over super yacht (€15M to €45M)

ENTHUSIASTS & SAILORS

Sailing is a way of life and freedom for those who love the sea. They know how to sail and have the resources and skills to follow their passion.

Boats of choice

- Sailing boat & catamaran up to 15 m (€500k to €2M)
- Dayboat up to 12 metres (€250k to €500k)

NEW USERS & ECO-CONSCIOUS VISITORS

These visitors give priority to flexibility over ownership: what matters is being able to access the sea at the right time and under the right conditions. They particularly like “useful” technologies and represent the sector’s increasing environmental awareness.

Main area of interest

- Dayboat up to 12 metres (€250k to €500k)
- Marinas, charters

68%
of visitors
intend to make
a purchase

63%
are mainly
interested in boats
>12 metres



AN EXCEPTIONAL MARKET

B2B: A STRATEGIC AND ENGAGED AUDIENCE

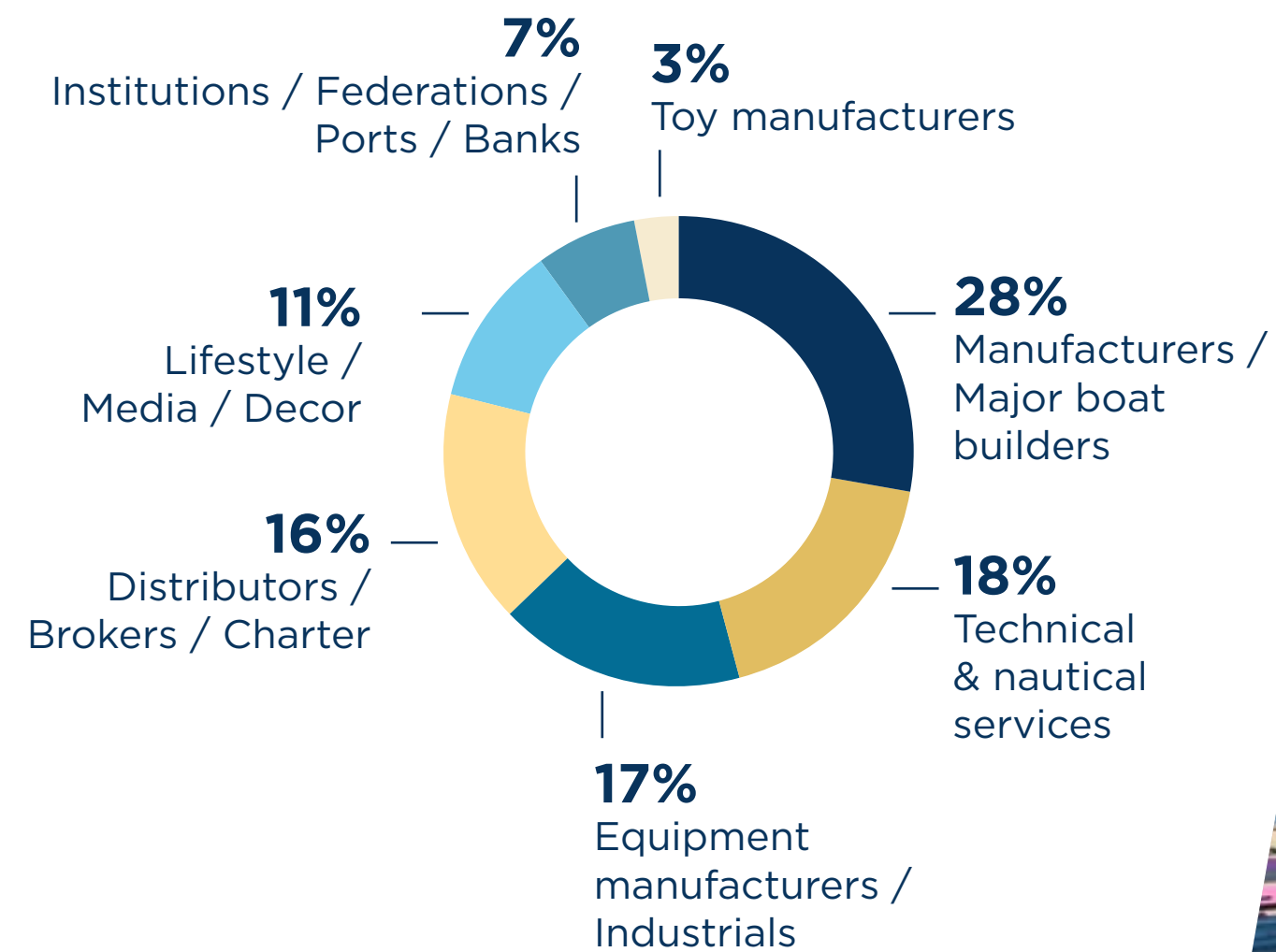
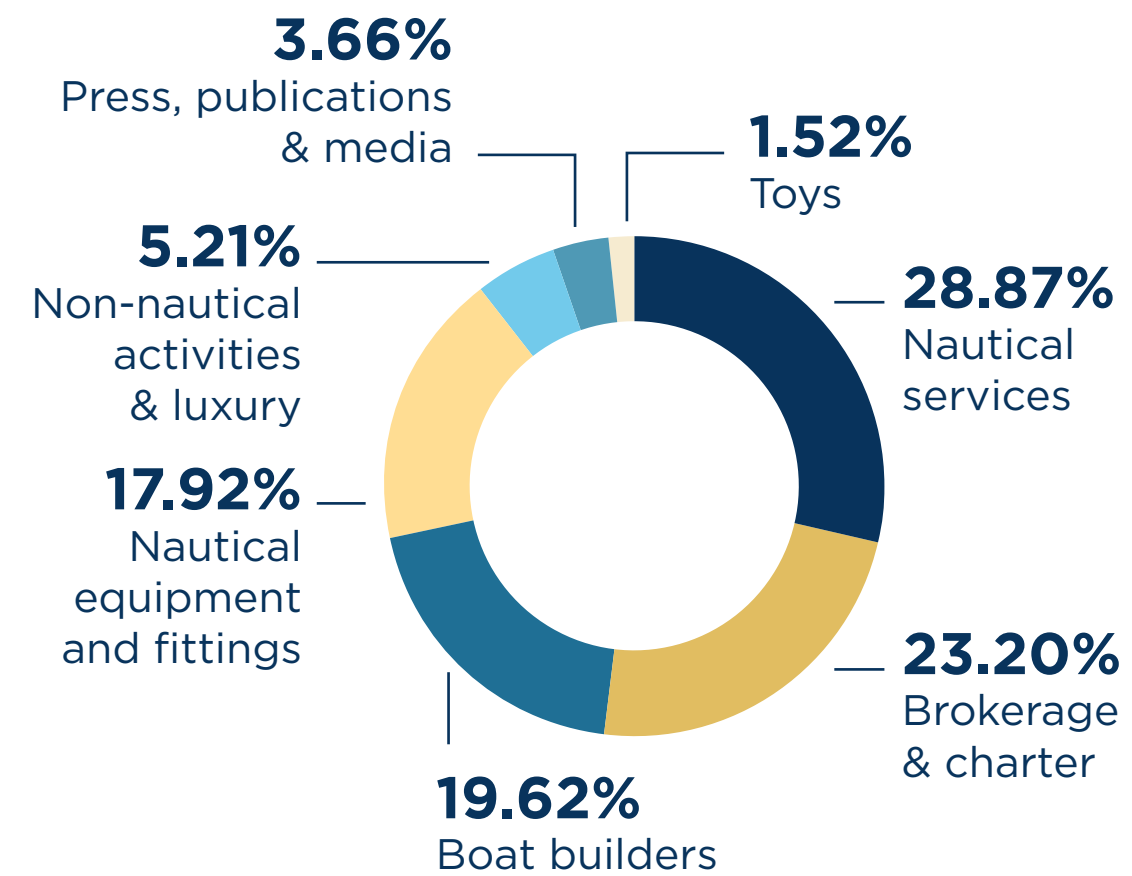
A major, prestigious, engaging and educational event for an expert audience

Professional visitors

- **20%** of visitors
- **80%** are satisfied with the show
- **55%** come from abroad

Exhibitors

- **365 SMEs** (≤ 250 employees; turnover $\leq$ €50 million)
- **244 Medium-sized enterprises** (250 to 4,999 employees; turnover $\leq$ €1.5 billion)
- **36 Large enterprises** ($>5,000$ employees; turnover $>$ €1.5 billion)



12,000
exhibitor badges

11,000
professional visitors
from the boating
industry



THE CITY OF CANNES AS A **UNIQUE SETTING**

Cannes embodies elegance and world fame, in the heart of the French Riviera. The iconic city for international stars, it naturally welcomes the major names in yachting and visitors from all over the world, attracted by its charm and setting unlike any other.

This major event benefits from the privileged setting the city of Cannes provides, between the charm of its old town and its iconic Croisette. With its palace hotels, luxury boutiques and high-end restaurants, the destination attracts international visitors who want to buy a boat or discover the latest equipment innovations.

For six days, all eyes turn to the bay of Cannes and **its two ports – the Vieux Port and Port Canto** inviting you to discover the latest gems of the seas!

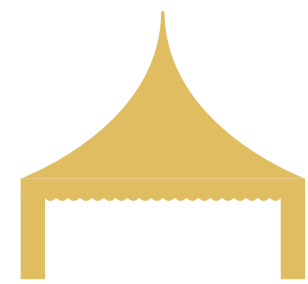




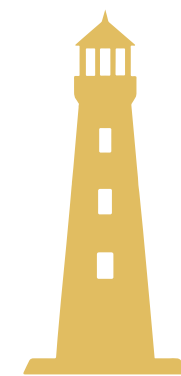
THE CANNES YACHTING FESTIVAL IN FIGURES*



56,000
VISITORS



680
EXHIBITORS



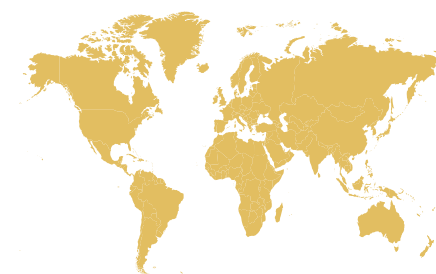
2 PORTS



710
BOATS
from 5 to 55 metres long



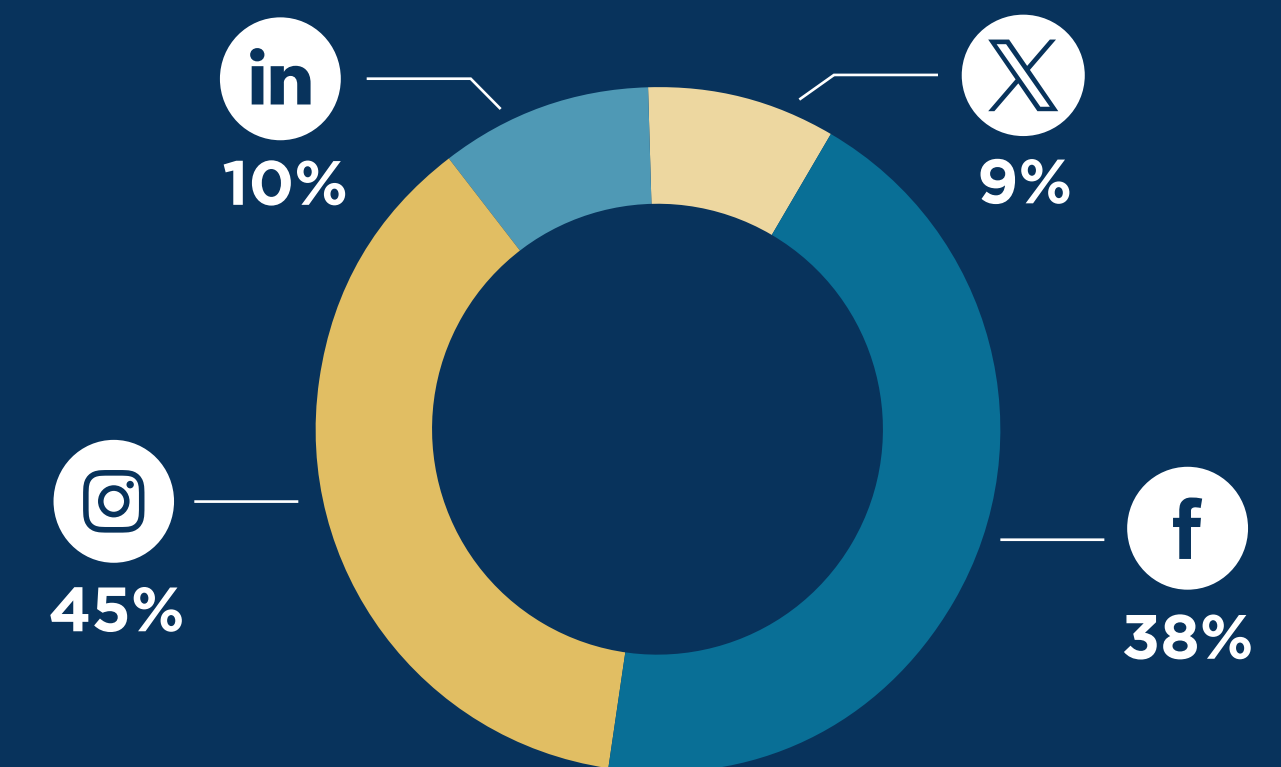
680
JOURNALISTS



140
COUNTRIES
represented



140,000
FOLLOWERS





VISITOR NUMBERS IN FIGURES

The Cannes Yachting Festival gives its exhibitors and partners the opportunity to meet their future customers among a prestigious, highly international visitor base with high purchasing power.

56,000 VISITORS

54%
international
(Italy, UK, Germany...)

73%
are over 41

68%
are looking to **make a purchase**



“ *It is the ideal show for anyone who loves yachting, where you can discover all the models and have the opportunity to watch premiere launches.* ”

David, 2025 visitor





EXHIBITORS IN FIGURES

Every year, all professionals meet at the Cannes Yachting Festival to present sailing today and in the future.
The major names in the boating industry mix with the emerging players in the industry.

680 EXHIBITORS

72%
are international
(Italy, UK, Germany...)

40%
of the exhibitors were
boat builders/importers

60%
are equipment manufacturers,
service companies, brokers,
toys suppliers...

94%
are satisfied
with the show

89%
recommend
the show

“ *It is a very high-quality event,
the heart of sailing and
yachting can be found here.* ”

Pauline, 2025 exhibitor





BOATS IN FIGURES

From 5- to 55-metres long, motor and sailing boats, monohulls, multihulls, a unique selection in Europe of boats and yachts is moored on the quays of the Vieux Port and Port Canto. The elegance of the boats exhibited showcases the excellent craftsmanship of the most prestigious brands.

710 BOATS

357

new motor
boats & yachts
from 13 m long (Vieux Port)

128

new sailing
boats
(Port Canto)

180

boats up to 13 m long
in the Power Boat Marina
(Port Canto)

45

pre-owned yachts
from 25 to 60 m long
(Port Canto)

147

world
premieres

88

sailing and power
catamarans

“ *The best in-water
boat show.* ”

Martin, 2025 visitor





THE MEDIAS

French and international coverage across the specialised, lifestyle and economic press makes the Cannes Yachting Festival a benchmark media event.

880 INTERNATIONAL JOURNALISTS

600 advertisements in the press	2,679 articles and mentions	€9.5 M in media coverage	2.6 M of people reached on social media
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MEDIA PARTNERS*:

BARCHE

BOAT
International

LesEchos

how to
spend it

MOTEUR
BOAT

skippers
voile & océan

عالم اليخوت
THE WORLD OF YACHTS

VOILES
voiliers

* Non-exhaustive list

Sources: 2025 festival, exhibitor and visitor surveys

MEDIA COVERAGE
THAT IS **HIGH-END**
AND SPECIFIC

70%
specialised
press

30%
economic,
lifestyle
& luxury press



FROM ONE END TO THE OTHER OF **THE CROISSETTE**

VIEUX PORT

The Vieux Port is dedicated to the **motor yacht** industry in all its richness and diversity. It showcases more than **350 yachts** afloat — representing the very finest motor yachts ranging from 13 to 50 meters. Onshore, **shipyards** share the quays with **equipment manufacturers, tender builders** and specialized **service providers**.

PORT CANTO

Port Canto brings together the very best of **French and international sailing**, featuring **monohulls and multihulls from 10 meters upwards**.

It also hosts **new motorboats up to 12/13 meters**, as well as leading players in the **brokerage market** and the **nautical toys** sector.





SAIL WITH US

By partnering with the Cannes Yachting Festival's image and values of excellence, you benefit from a communication platform, meetings and powerful discussions.

Boost
your brand image

Present your products,
showcase your expertise

Build
customer loyalty

“ Our shared values of innovation and excellence, and blending the magic of champagne with the magic of yachting. ”

Damien Terriere,
BtoB BtoC PR Director,
Louis Roederer

“ This is the occasion for us to meet our partners, yacht builders, but also our international associates, plus launch new products. It is a boat show we cannot miss. ”

Yann Diquerreau,
Marketing Manager,
Mercury

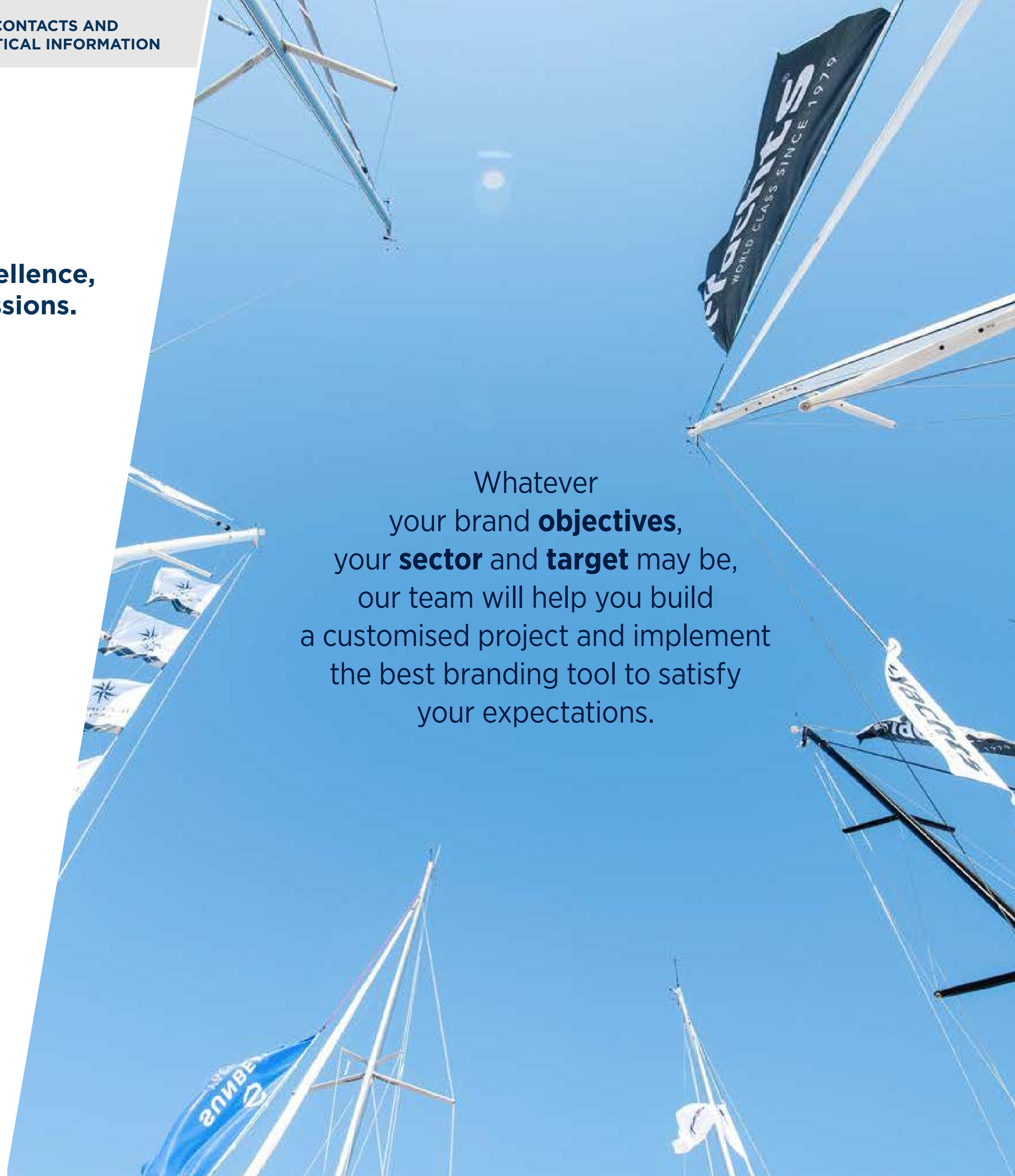
“ Cannes allows us to meet all our customers, from those with small boats those with large boats, so it's the perfect boat show for us. ”

Olivier de Roffignac,
Managing Director,
Pantaenius

“ We have been participating in this show for years, we have a VIP terrace that we have furnished with outdoor furniture. It provides us with outstanding visibility. ”

Anaïs Durand,
Consultant,
Roche Bobois

Whatever
your brand **objectives**,
your **sector** and **target** may be,
our team will help you build
a customised project and implement
the best branding tool to satisfy
your expectations.



[THE SHOW](#)[BECOME
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PRACTICAL INFORMATION](#)

MAKE THE MOST OF YOUR EXHIBITION SPACE

Develop a new market, pre-empt a new territory, approach new customers, keen visitors or professionals looking for new partners.

Depending on your objectives, stage your space like a reception lounge, a pop-up store or activity area.

Different types of space (bare or turnkey) and locations in the Vieux Port or Port Canto will be proposed in line with your expertise.

FOCUS ON THE PALAIS

Located next to the main entrance to the show on the Vieux Port side, the Palais is dedicated to those in high-end yachting and accommodates brands specialising in yachting and its environment. It is also the privileged showcase for show partners who come to present their products and expertise in an elegant, luxurious setting.

From €28,000 excl. tax (for 25 sqm)





THE SHOW

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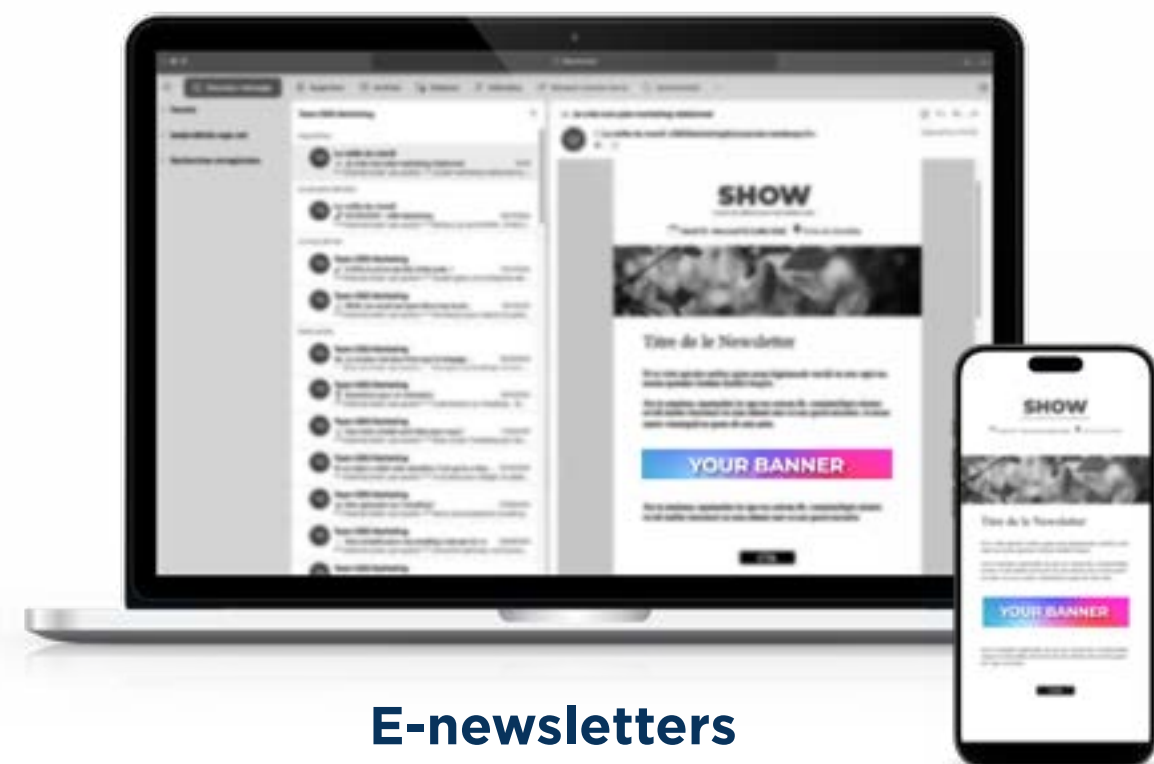
OUR OFFERS

CONTACTS AND
PRACTICAL INFORMATION

STAND OUT!

Other options are available for promoting your brand and achieving your goals.

Before the show



E-newsletters



Website

During the show



Large-format advertising campaign





THE SHOW

BECOME
A SPONSOR

OUR OFFERS

CONTACTS AND
PRACTICAL INFORMATION

VIEUX
PORT

PORT
CANTO

PRIVATISE OUR RECEPTION AREAS

Book one of the Cannes Yachting Festival's emblematic places and enjoy a privileged environment in the Vieux Port or Port Canto to:

- Organise your press conference and launch your new products
- Invite your customers, partners or teams
- Celebrate an anniversary or a success

We offer a tailored service for you including catering, hostesses, audio or video equipment.

CONFERENCE ROOM **NEW**

A room with **sea view** located on the 1st floor of the Palais, accommodating up to 150 people and **available for hire all day**.

VIP CLUBS*

Areas for relaxing and socialising, but also popular for business meetings.

FINE DINING RESTAURANTS*

The Panoramic Restaurant in the Vieux Port and Skippers Restaurant in Port Canto are spaces open to all visitors and exhibitors.

THE LAWN

The Lawn is a modular space on the roof of the Palais des Festivals which has a wonderful view of the Vieux Port and Le Suquet as well as the Croisette and its bay.

** These spaces and locations can be booked for private events outside the opening times of the event.*





OFFER YOUR CLIENTS AN EXCEPTIONAL EXPERIENCE

Take advantage of the incomparable prestige of the Cannes Yachting Festival to invite your most strategic customers, partners or employees to experience rare moments.

Offer them privileged access – Platinum or VIP – and give them the opportunity to discover the show in the most exclusive conditions: the ultimate in comfort, personalised services and immersion in the heart of the French Riviera, where elegance, business and lifestyle meet.

SERVICES INCLUDED	PLATINUM 6 days	VIP 2 days or 6 days
 Access to the festival for 2 people via the VIP entrance	●	●
 Admission to the VIP Clubs (Vieux Port & Port Canto)	●	●
 Access to the official cars* (limited to one return journey between the show and airport)	● <i>(priority access)</i>	● <i>(subject to availability)</i>
 Access to the VIP sea shuttles between the two ports	●	●
 Concierge service	●	●
 Exclusive guided tour of the event by boat*	●	
 Booking tours of exhibited yachts	●	
 Helicopter transfer from the airport to the show*	●	
 A lunch* in the Panoramic Restaurant (Vieux Port – Motor Boat area) or Skippers Restaurant (Port Canto – Sailing Area)	●	

*by booking in advance through the concierge service



Non-contractual photos



OUR PARTNERSHIP OFFERS

Various branding tools to meet your brand's objectives

The **Cannes Yachting Festival** offers a range of partnership offers, which have been designed to meet brands' objectives: **visibility, image, experience or on-site activation.**

Each branding tool has been designed to maximise your impact on **specific target audiences:**

- **B2C** (enthusiasts, visitors, buyers, VIPs)
- **B2B** (industry professionals, exhibitors, decision makers, captains)
- **Media** (journalists, influencers, communication channels)

B2C PARTNERSHIPS

- Official partner: €**160,000** excl. tax (stand included)
- Destination of Honour: €**135,000** excl. tax (stand included)
- Automotive partner: From €**50,000** excl. tax (according to level of engagement)
- Innovation Route: From €**30,000** excl. tax
- VIP Clubs: €**40,000** excl. tax
- Sea shuttles: €**45,000** excl. tax
- Timekeeper: From €**40,000** excl. tax
- Signature restaurants: €**25,000** excl. tax
- Port Canto golf carts: €**25,000** excl. tax
- Press villages: €**15,000** excl. tax
- Palais Premium: From €**46,000** excl. tax (for 15 sqm)
- Vieux Port Premium: From €**56,000** excl. tax (depending on surface area and location)
- Port Canto Premium: From €**16,000** excl. tax (depending on surface area)

B2B & MEDIA PARTNERSHIPS

- Automotive partner: From €**50,000** excl. tax (according to level of engagement)
- Innovation Route: From €**30,000** excl. tax
- Exhibitors' cocktail & business centres: From €**15,000** excl. tax
- Press services: €**15,000** excl. tax
- Captains: €**11,500** excl. tax

Optional: priority access to booking an exhibition space – quoted on request





THE SHOW

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OUR OFFERS

CONTACTS AND
PRACTICAL INFORMATION

PRACTICAL INFORMATION

VENUE

Vieux Port and Port Canto – Cannes

DATES

From 8 to 13 September 2026

OPENING TIMES

Tuesday 8 to Thursday 10: 10 am to 7 pm

Friday 11: from 10 am to 10 pm

Saturday 12: 10 am to 7 pm

Sunday 13: 10 am to 6 pm

www.cannesyachtingfestival.com

@CannesYachtingFestival

@YachtingCannes

#CannesYachtingFestival

Cannes Yachting Festival

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ABOUT RX

RX is a world leader in events and exhibitions. RX draws on its sector expertise, data and technology for companies, local authorities and individuals to grow. Present in 25 countries and in 42 business sectors, RX organises nearly 350 events per year.

RX is committed to creating an inclusive work environment for all its employees. RX enables businesses to grow through data and digital solutions.

RX is part of RELX, an international provider of data, decision and analysis tools for professionals and businesses.

For more information, visit www.rxglobal.com.

RX France is the creator of high added value meeting places, which are leaders in around fifteen different markets. RX France's flagship national and international trade shows include MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet* and many others.

Our events take place in France, Hong Kong, Italy and Mexico.

For more information, visit www.rxglobal.fr

*Organised by SAFI, a subsidiary of RX France and Ateliers d'Art de France

ABOUT RELX

RELX is a global provider of data, decision and analysis tools for professionals and businesses.

RELX is present in more than 180 countries and has offices in around forty countries worldwide.

RELX employs more than 36,000 people, more than 40% of whom are in North America.

The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York stock exchanges with the following MIC: London: REL; Amsterdam: REN; New York: RELX.

*Please note that: The current market capitalisation can be found at: <http://www.relx.com/investors>

