

4th

LODĚ
NA
VODE



Boat,
boating accessories
and water sports show

Rašín Embankment (Rašínovo nábřeží) and Smíchov beach
12-15 April 2012 - Prague



www.lodenavode.cz

BOATS ON THE WATER is the right place for you.

The Czech Boating Industry Association (APL) is pleased to invite you to the fourth edition of BOATS ON THE WATER 2012, a boat, boating accessories and water sports show that will take place from 12 to 15 April in Prague (Rašín Embankment and Smíchov beach). The idea originated from the requests of boat manufacturers and dealers, members of APL, with the aim of promoting boating in the Czech Republic. The concept of the show has been inspired by similar exhibitions in Genoa, Barcelona, Cannes, Helsinki and Hamburg.

The concept of BOATS ON THE WATER is unique both in the Czech Republic and Central Europe, especially due to the opportunity for participants to showcase boats within an exhibition area located both on the embankment and on the Vltava river itself.

Due to the growing interest from exhibitors, we have extended the exhibition area on the Rašín Embankment this year by adding the Smíchov beach, located on the opposite riverbank. Both riverbanks will be connected by ferries, which will certainly make the exhibition even more attractive. Within an area of more than 13,000 m², located between the Železniční and Palacký bridges, the latest boat models will be displayed, ranging from small sports boats to large marine sailboats and luxurious motor yachts. Visitors will not only be able to view the boats but they will even have the opportunity to try some of them out. There will also be a rich accompanying programme both on the riverside and on water – races, shows, presentations, autograph signings, and many other activities.

The growth trend in the boating market and increasing demand from the Czech public for water activities and sports, both in Czech waters and on the sea, attracted almost 10,000 visitors to the 2011 show.

We would like to invite you to participate in an exhibition that will give you a unique opportunity to present your products and services in the area of the boating industry as well as maintain old and make new business contacts.

Basic information

Exhibition title:	LODĚ NA VODĚ (BOATS ON THE WATER) 2012
Edition:	4th
Date:	12-15 April 2012
Characteristics:	boat, boating accessories and water sports show
Internet:	www.lodenavode.cz
Attractions:	boat rides, live demos, races, shows, autograph signings, lectures, fashion shows, musical performances, social events, cocktails, parties, presentations, competitions and other events
Venue:	Prague, Rašín Embankment (Rašínovo nábřeží) and Smíchov beach, Vltava riverbank between Vyšehrad and the Palacký bridge
Opening hours:	Thursday-Saturday from 10.00 a.m. – 6 p.m., Sunday until 5 p.m.
Expected number of visitors:	10,000

Calendar – timeline

Application closing date:	31 January 2012
Installation of tents and piers:	8 – 9 April 2012
Installation of displays and arrival of boats:	10 – 11 April 2012, 9.00 a.m. – 7 p.m. (if necessary and upon prior agreement also on 9 April)
Exhibition:	Thursday-Sunday, 12-15 April 2012; daily from 10.00 a.m. – 6 p.m., and on Sunday, 15 April, until 5 p.m.
Dismantling and removal of exhibits:	Sunday, 15 April 2012, 5 p.m. – midnight; Monday, 16 April 2012, 9.00 a.m. – 9.00 p.m.

Exhibition sections:

1. Boats

- 1.1. Motor boats
- 1.2. Yachts
- 1.3. Sailboats
- 1.4. Inflatable boats
- 1.5. Emergency boats
- 1.6. Personal watercraft
- 1.7. Rafts, canoes, kayaks

2. Boat accessories

- 2.1. Boat engines
- 2.2. Engine accessories
- 2.3. Boat trailers
- 2.4. Yacht equipment
- 2.5. Piers
- 2.6. Personal watercraft accessories

- 2.7. Navigation, electronics

- 2.8. Maps, publications

- 2.9. Rescue equipment and life jackets

- 2.10. Clothing, footwear and accessories

3. Water sports

- 3.1. Underwater diving

- 3.2. Rafting, canoeing and rowing

- 3.3. Water skiing

- 3.4. Windsurfing, surfing

- 3.5. Kiteboarding, kitesurfing

- 3.6. Wakeboarding, wakeskating

- 3.7. Aquazorbing

4. Services

- 4.1. Charters and holidays

- 4.2. Captain's license exams

- 4.3. Wharfs

- 4.4. Maintenance

- 4.5. Insurance, hire purchase

5. Camping

- 5.1. Campervans

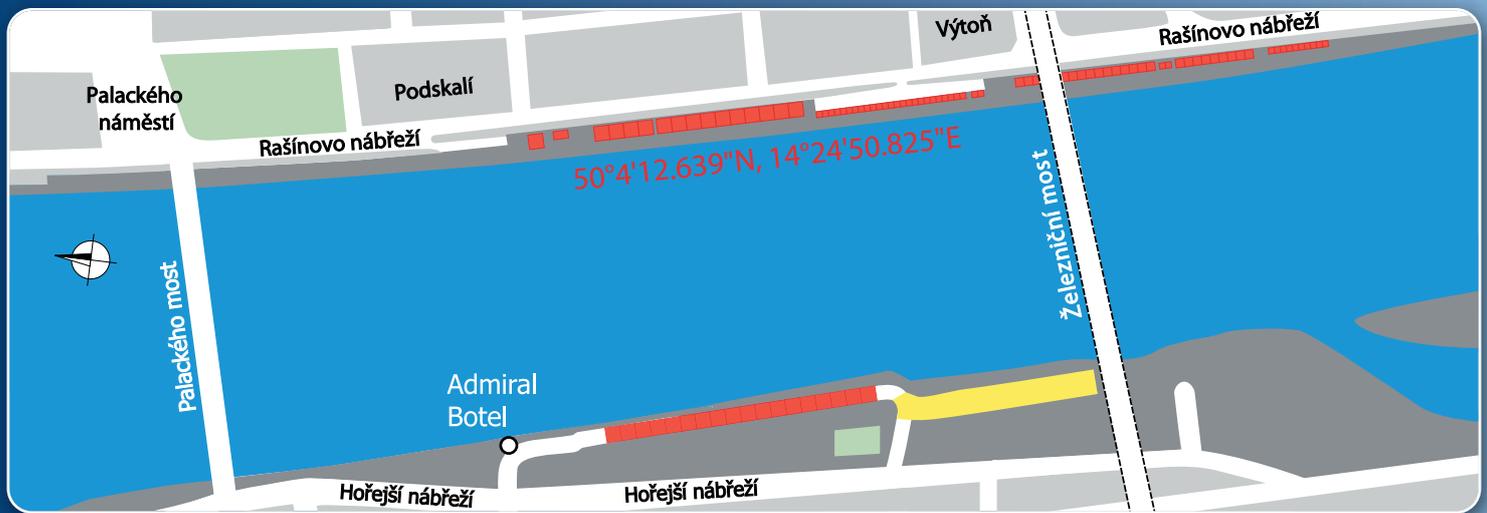
- 5.2. Caravans

- 5.3. Caravan accessories and equipment

- 5.4. Outdoor gear and equipment

- 5.5. Fishing

6. Organizations and clubs



Why you should take part in BOATS ON THE WATER

- The only exhibition of this kind in the Czech Republic – an opportunity to showcase boats directly floating on water
- Unique, high-quality project, offering a carefully selected choice of business partners, their products, innovations, the brands represented, etc.
- Participation of prominent personalities from the business and social spheres, managers from both the state and private business sectors
- Targeted direct mailing of invitations and VIP tickets for selected partners
- PR, media coverage
- Opportunity to approach customers from among the general public
- Professional presentation and marketing
- New presentation concept, business opportunities and contacts
- Promotion of the boating industry both in the Czech Republic and abroad

For visitors:

As the exhibition is located in the centre of Prague, we recommend using public transportation. Metro B station Karlovo náměstí – exit Palackého náměstí – is located right next to the exhibition venue.

You can also take tram no. 3, 4, 7, 10, 14, 16 or 17 and get off at Palackého náměstí, Výtoň or Zborovská.

You can also use any of the P+R parking places near selected Metro stations, offering cheap and safe parking.

If you wish to park close to the exhibition venue, you can use the charged parking zones.

You can also use any of the charged garages in the surrounding areas or those in the Nový Smíchov shopping centre, which offers 3 hours of free parking.

Media plan:

DAILY NEWSPAPERS, MAGAZINES, PERIODICALS, RADIO STATIONS, TV, INTERNET,
OUTDOOR ADVERTISING - UNDER PREPARATION

The accompanying programme is being prepared.



Contacts

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(Asociace lodního průmyslu, APL)
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