



### OBJECTIVE

SEABOB's objective as a first-time exhibitor was to increase their network and better understand and penetrate the cruise line entertainment and technology sectors.



### OPPORTUNITY

Boost brand awareness, gather leads, and meet face to face with decision-makers to showcase products via a booth in the entertainment sector of the show floor.



### RESULTS

SEABOB reports that as first-time exhibitors they were able to meet with several organisations representing ports of call, securing new rental stations for their products in three different Caribbean countries as well as filling out a robust pipeline.

"There are times when the hours of follow-up from a trade show can seem daunting. After Seatrade Cruise Global, I was so enthusiastic and eager to reach out to the people I had just met because I knew I was talking to the right person and that they were also excited to talk to me! "

Stacy Wall,  
Sales and Marketing Executive, SEABOB

## SEABOB and Seatrade Cruise Global

# A Case Study in Exhibiting

**As a first-time exhibitor, what made you choose to exhibit at Seatrade Cruise Global this year?**

Each year, SEABOB seeks out new shows and destinations to showcase our products. As cruise ships increasingly inhabit private islands and exclusive coastal areas, they open up even more exciting and pristine locations for SEABOBs to explore.

**What were your primary business goals?**

Learn how the cruise industry works, the “who’s who”, meeting as many people as we can to really get a better understanding on HOW we can break into the industry/opportunities.

**Do you feel that Seatrade Cruise Global helped you achieve them?**

Seatrade Cruise Global puts all of the relevant decision-makers in the same room. While it’s not like one receives a list of the titles of those we need to contact to grow our business, it’s our job as exhibitors to get their attention.

**What results did you receive?**

Many weeks now after the show, I feel confident on closing on new rental stations in Turks and Caicos, Belize and Antigua. Plus, I have filled the pipeline of sales with plenty more to follow up on.





**What did you find most valuable about participating?**

Meeting the direct contacts that make the decisions allowed us as exhibitors push past the common obstacles we generally face to make real progress towards our goals. Nowhere else have I been able to connect with so many popular ports of call and speak to their need to "entertain" as many people as they do in just one show.

**How effective do you find events vs other types of marketing for your business?**

When selling high dollar luxury sea toys, it is as important to promote the brand as much as the product itself. Shows really support the brand while selling products.

**What advice would you have for others in your sector looking to replicate your success?**

Bring more business cards than you think and invest in the lead retrieval programme.

**What was the biggest opportunity your team encountered?**

We potentially met with some amazing contacts that will either lead to that big deal or to many more contacts that will. The biggest opportunities are still waiting for us!

**How did you promote your involvement at the show?**

Primarily through our social media accounts.



## Looking Forward

**Are you planning on launching any new products in the next 12 months?**

Yes! That's what they are all waiting on.

**Can you tease anything else about your upcoming products?**

Though the first delivery of the new F9/F9S is due the first week in July, we have been advertising the launch for almost a year. So, if you have not seen the teaser – where have you been?

**Will you be returning to Seatrade Cruise Global next year?**

Absolutely. We already have our spot planned out.

**What do you see as the biggest industry trends in the coming 12 months?**

As AI and the complete integration of electronics take over the yachting industry, personalised and customised experiences seem to be trending on the vacation side. For instance, yacht charter companies used to carry and tout all the luxury water toys. Now, not unlike the food menu, they are requesting their toys by name. So we here at SEABOB need our products to be the trending luxury yacht toy that they ask for by name!



**11,500+**

Attendees

*(same turnout as 2019 – our biggest event yet)*



**600+**

Exhibitors



**60+**

Hours of  
Content  
Sessions



**2286**

Matchmaking  
Meetings

*(790 more meetings took place than in 2024)*



**75+**

Cruise Line  
Brands

*(over 5 more brands than last year)*



**2,500**

Keynote  
Attendees

*(our biggest audience ever for the keynote)*



**30+**

Hours of  
Networking

**128**

countries  
represented

**44%**

C-suite level  
and above

**74%**

of visitors play a role in  
the purchasing decision

**Seatrade  
Cruise  
Global**

13-16 April 2026  
Miami Beach  
Convention Center  
Miami Beach, FL, USA

# The Seatrade Cruise Global audience is ready for you.

Plan your campaign today to put your brand  
in front of the industry's buyers and harness  
their attention.

**Enquire about exhibiting or sponsoring**

