

VIRTUAL NAUTIC

March 12-13, 2021

An immersive virtual boatshow, launched by the French Marine Leisure Industry



FEDERATION DES INDUSTRIES
NAUTIQUES

AMBITIONS

- ✦ Make **Virtual Nautic** the largest virtual boatshow ever organized with at least 200 exhibitors and a target audience of 25,000 to 30,000 visitors.
- ✦ To offer **business opportunities** and give a **high media visibility** to the boating industry thanks to a two-day interactive and immersive event.
- ✦ To create an **unusual and original meeting** between consumers, practitioners and professionals in the particular context of the health crisis
- ✦ **To prepare the 2021 summer season** with an event scheduled at the end of the winter vacations and before the local spring fairs, which will be the first meeting of our industry in 2021
- ✦ Reach a new typology of **consumers** with the opportunity for everyone to take part in the show from his chair



AN INTERACTIVE PLATFORM



- ✦ which reproduces the conditions of a real-life show and overcomes geographical barriers
- ✦ that allows multiple solutions (BtoB and BtoC)
- ✦ available in French, English, Spanish, Japanese and Chinese
- ✦ intuitive and easy to access, no digital skills required (training sessions will still be organized for exhibitors)
- ✦ at least 5 exhibitions halls



ABOUT VIRTUAL NAUTIC

- ✦ With a single internet connection and a computer, it will be possible :
 - to exchange **orally** with each other,
 - **exhibit** nautical products and services,
 - welcome customers and boaters **from all over the world**,
 - look for a **destination** for a next vacation,
 - make **appointments** through a special tool with professionals -whether they are boat builders, engine or equipment manufacturers, charter companies, etc.-,
 - attend presentations, organize or participate in **conferences** (auditorium and meeting rooms available)...



CONTACT

For any request or question,
please contact us :

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