



SEAFAIR
THE MEGAYACHT VENUE

Exclusive Event Prospectus



Imagine the ultimate fusion of luxury, technology and mobility converging in an environment that defies the rules of a traditional event and entertainment venue. . .

It all happens aboard a luxury megayacht

Groundbreaking in scale and ingenuity, SeaFair, the world’s first megayacht exhibition venue, is the premier showcase of style and innovation. Traveling to the most popular and affluent ports along the US eastern seaboard, SeaFair may become the showcase venue for your company at leading sporting, cultural and entertainment events. This venue allows one single user to create a significant marketing presence during existing major events or launch new marketing opportunities to targeted markets in 12,500 sq. ft. of exhibition space and 10,000 sq. ft. of dining and entertainment space.

Designed by the internationally acclaimed yacht designer Luiz de Basto, the first of its kind exhibition vessel is the fourth largest private yacht in America, 228’ long and towers 57’ from the water’s edge. Attendees will enjoy a cosmopolitan ambiance that caters to all of the senses.

This spectacular \$ 40 million, 3,200 ton yacht features:

- 4 decks
- 28 custom designed booth display spaces from 229-611 sq. ft. complete with walls, carpet & halogen lighting
- Gourmet dining
- A champagne and caviar lounge
- Brazilian wood and granite interior
- State of the art audio
- Open air sky deck





who should charter seafair

Clients may charter SeaFair and host product launches, exhibitions, galas, fundraisers, shows, forums, etc. The event possibilities are endless and clients have the chance to expand and distinguish their company and/or institutions' potential, offering their guests an unforgettable experience in multiple markets.

Ideal for:

Corporations • Event Planners • Luxury Brands • Movie/Film Industry • Museums • Experiential Marketing

Great for hosting:

Product Launches • Galas • Branding Events • Forums/Conventions • Film shoots • Exhibitions • Fundraisers • Film Screenings • Festivals





benefits of chartering seafair

- With access to 38 affluent East Coast markets, SeaFair may be strategically co-located at major sporting, cultural and entertainment events.
- It's a great opportunity to distinguish your company from others by engaging the attendee in an unforgettable event experience.
- A highly visible, spectacular, beacon-like megayacht venue specially designed and constructed to attract attention in each port.
- SeaFair's unique model consists of an environment that stimulates all the senses, provoking a positive atmosphere.
- SeaFair is built to simultaneously host numerous event concepts.
- A luxurious, private club-like atmosphere that facilitates personal contact with attendees, immediate closing of sales and development of future client relationships.
- Twenty-eight individual exhibition spaces - each of which can be completely customized to meet any exhibition requirement.
- The innovative and unique venue generates a great deal of buzz and word-of-mouth among the press, key influencers in the communities it visits, and leaders in the corporate world.



expoships provides

- A world-class event organization
- Premier food and beverage facilities that will attract gourmards and other globally sophisticated attendees
- An exclusive pre-qualified lead list of over 200-K affluent attendees. They represent an audience with household incomes in excess of \$2 million. Many are known collectors of art, luxury items and fine collectables.
- SeaFair can design a customized itinerary for each host market to generate a diverse range of on-board activity, stimulating interest among consumers, media, corporations and charities.
- A highly experienced marketing team that understands the unique demographic composition of each location.
- A carefully designed and maintained Seafair database designed to market to the desired consumers
- A Charter Services Program (CSP) is provided to ensure that each client's needs are met in a prompt, efficient, and courteous manner.
- A travel coordinator to assist in all hotel and hospitality arrangements
- Exhibition services
- Coordination for consolidated transport from your country of origin
- Coordination with US storage and transport
- Coordination with local tax requirements and authorities



marketing and public relations

We will be happy to meet with you to determine how we can maximize exposure for your event. Depending on your interests and event concept, services we provide may include:

- Expoships' event-driven model can design a customized itinerary for each host market to generate a diverse range of on-board activity.
- Expoships can promote each event in each market with targeted advertising (including print, tv, radio, online, outdoor), direct marketing and public relations.
- Seafair has generated an extraordinary amount of press including over 200 articles and television features.
- A press event is immediately held upon arrival in each port. SeaFair will be featured in local newspaper stories, television and radio news stories, regional magazines, and other local media.
- Expoships exclusive guest list of affluent individuals with net worth of \$2+ million.

additional services

CATERING

SeaFair Caterers is the exclusive on-board contractor for all catering and concession services with a wide variety of menus for you to select from.



the organizers

David and Lee Ann Lester, Founders

The Lesters have enjoyed a distinguished career in the fine art field spanning 30 years and have organized more than forty five fine art events in the United States and abroad including: *Art Miami (1991-1999)* • *Art Asia-Hong Kong (1992-1995)* • *Art New York (1994)* • *New Trends Asia-Hong Kong (1994-1995)* • *Palm Beach International Art & Antique Fair (1997-2001)* • *Art Palm Beach (1998-2001)* • *The Beverly Hills Art & Antique Fair (1998-1999)* • *Texas International Art & Antique Fair (2000-2001)* • *Palm Beach Town & Country (2001)* • *Art Forms-Palm Beach (2002)* • *The New York Fall Fair (2003)*

In 2003, David and Lee Ann Lester founded Expoships and have currently expanded the business under International Fine Art Expositions (IFAE) which includes: *Miami International Art Fair* and *Art Palm Beach* each January, the *American International Fine Art Fair* in Palm Beach each February, a joint venture with Clarion Events to serve as the directors of the *Olympia International Art & Antiques Fair*, and most currently the *Naples International Art and Antique Fair* and *Art Naples*, in Naples, Florida.

More information at www.ifae.com

Floor Plans

VITAL STATISTICS:

RENTAL BOOTH SPACE:

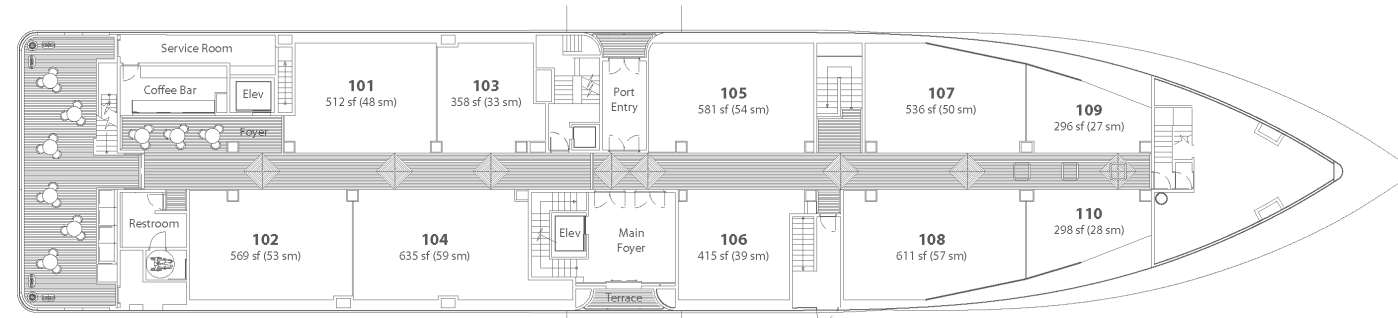
Deck One: 4,399 sf
 Deck Two: 4,789 sf
 Deck Three: 1,886 sf
 TOTAL 11,074 sf

RESTAURANT/COCKTAIL AREAS:

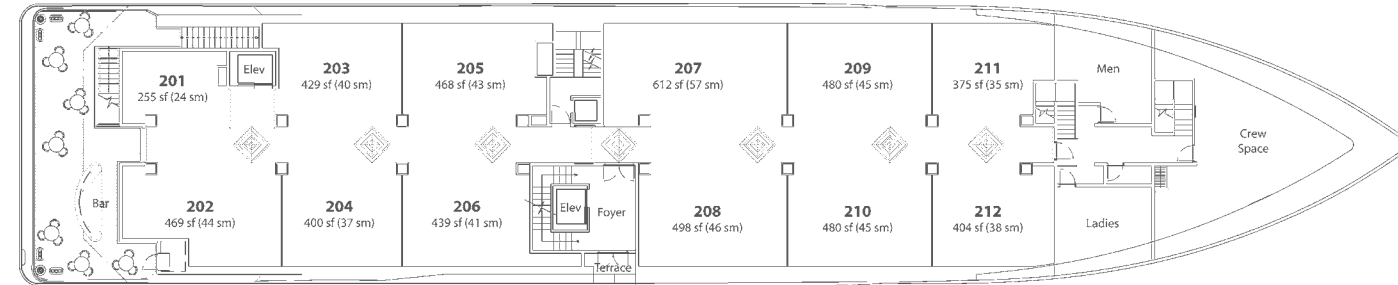
Deck One:
 International Coffee Bar
 Capacity: 30
Deck Two:
 Champagne/Caviar Lounge
 Capacity: 30
Deck Three:
 Gourmet Restaurant
 Capacity: 150
Sky Deck:
 Total Reception Capacity: 350
 Sky Deck Bistro
 Seated Capacity: 90
 Sky Deck Cocktail Reception Area
 Capacity: 60
 Total Event Capacity: 750

VESSEL DIMENSIONS:

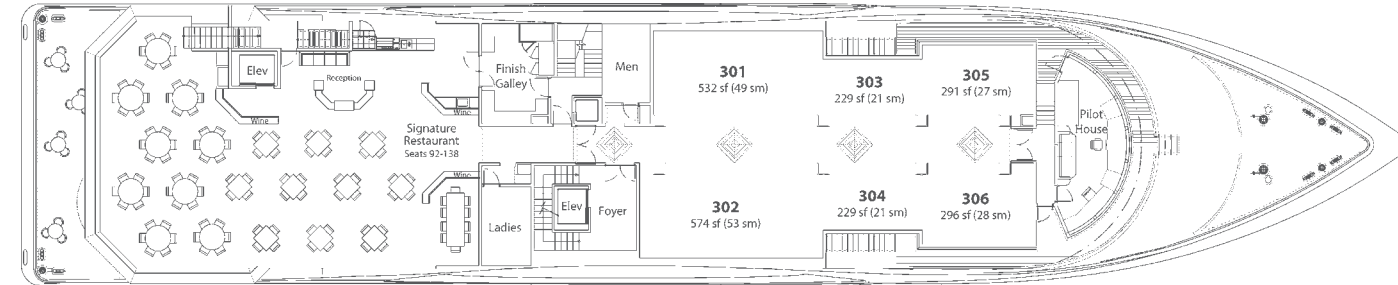
LOA: 228'
 Beam: 44'
 Depth (Hull): 11'6"
 Draft: 6'6"
 Passengers: 600
 Crew & Staff: 150
 Route: Partially Protected Waters
 Certification:
 US Coast Guard, Subchapter K
 Fuel Capacity: 6,000 gallons
 Water Capacity: 5,000 gallons



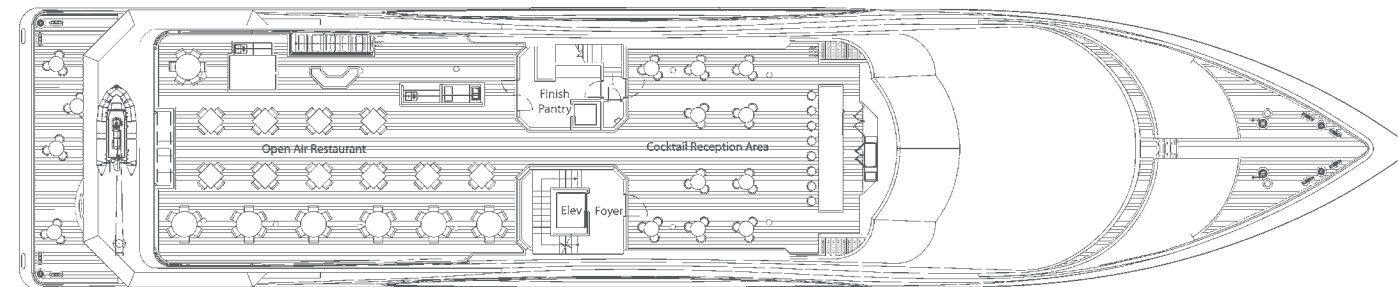
DECK ONE



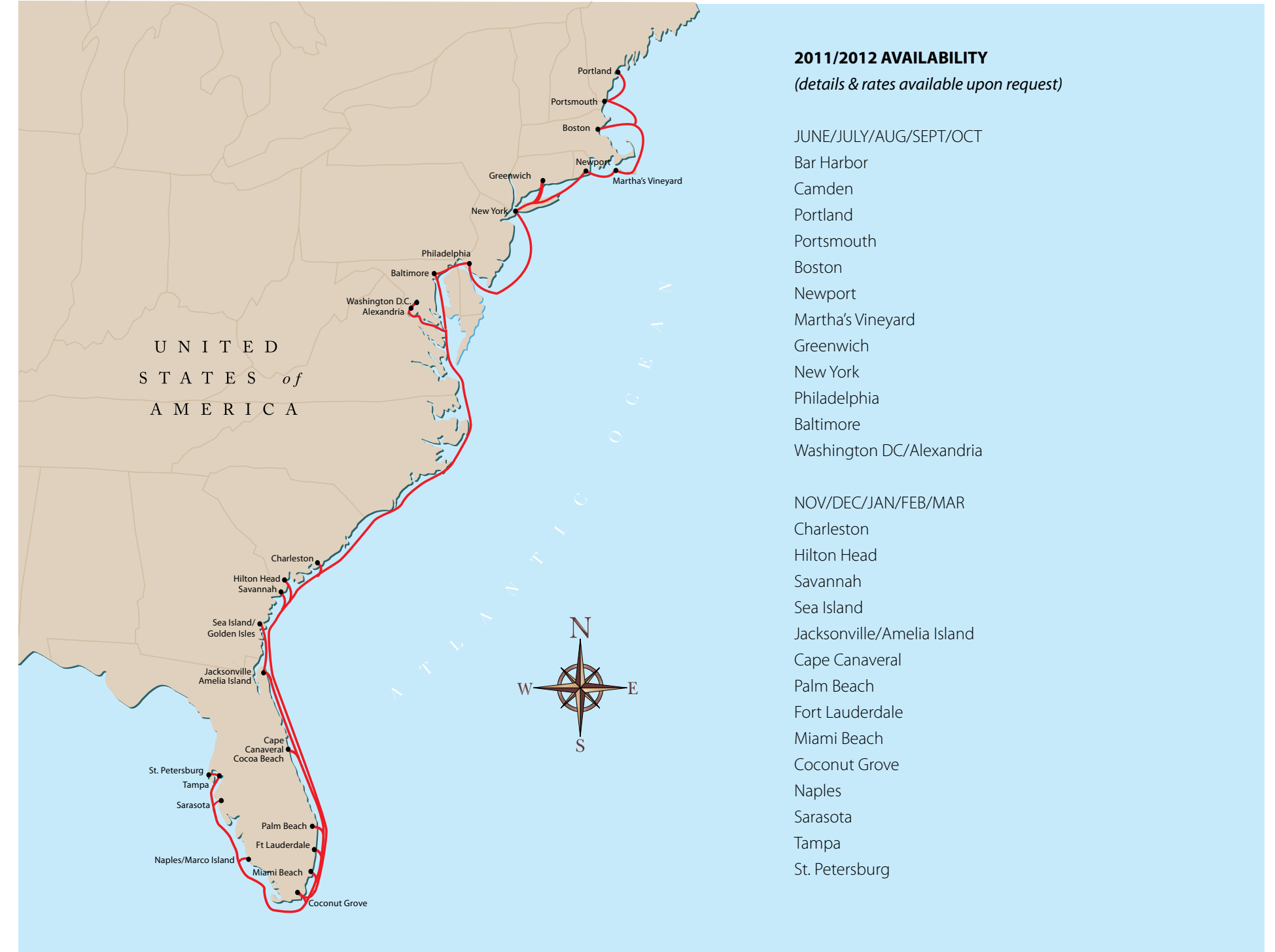
DECK TWO



DECK THREE



SKY DECK



2011/2012 AVAILABILITY

(details & rates available upon request)

JUNE/JULY/AUG/SEPT/OCT

- Bar Harbor
- Camden
- Portland
- Portsmouth
- Boston
- Newport
- Martha's Vineyard
- Greenwich
- New York
- Philadelphia
- Baltimore
- Washington DC/Alexandria

NOV/DEC/JAN/FEB/MAR

- Charleston
- Hilton Head
- Savannah
- Sea Island
- Jacksonville/Amelia Island
- Cape Canaveral
- Palm Beach
- Fort Lauderdale
- Miami Beach
- Coconut Grove
- Naples
- Sarasota
- Tampa
- St. Petersburg



sky deck - bar360



sky deck - bistro360



deck three - Sapore' restaurant



main foyer



deck two aft - luxe Lounge



deck one - coffee bar



entry



interior exhibit/meeting spaces



interior exhibit/meeting spaces



The logo for EXPOSHIPS is a dark gray rectangular box with a wavy bottom edge. The word "EXPOSHIPS" is written in white, bold, uppercase letters in the center of the box.

EXPOSHIPS

Contact:

David or Lee Ann Lester

p: 239.949.5411

djlester@expoships.com • llester@expoships.com

www.expoships.com