



Media Release

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10th Anniversary Barclays Jersey Boat Show Launches for 2017

Exhibitor registration is now open for the 2017 Barclays Jersey Boat Show, which will be held over the Bank Holiday weekend of Saturday 29 April to Monday 01 May 2017.

Organised by Ports of Jersey with the operational support of local specialists, 3D Events, the three-day show, which in 2017 will be celebrating its 10th anniversary will take place in and around St Helier Marina and Weighbridge Place.

First staged in 2008 as an opportunity to showcase Jersey's marine leisure industry to a wider audience, the event continues to grow in terms of size and reputation, remaining the largest free-entry public event in the Channel Islands, consistently attracting in excess of 30,000+ visitors over the three days.

Key Account & Marketing Director for Ports of Jersey, Myra Shacklady, who has been responsible for the overall staging and promotion of the show since its concept in 2007 says, "Little did we realise all those years ago when the idea for putting together such an event was first suggested that 10 years on it would continue to have grown so successfully, both in terms of size and reputation. We first staged it with just a small number of exhibitors and a reduced entertainment programme whereas nowadays it attract in excess of 80 participants and boasts an extensive entertainment programme both on and off the water that appeals to all ages.

The future of the boat show is guaranteed until at least 2019 with the announcement earlier this year that title sponsors, Barclays has entered into a further commercial arrangement with Ports of Jersey. This major financial commitment from Barclays ensures the show will remain a free entry event, something that organisers have strived to retain since the show's early beginnings.

On behalf of title sponsors, Barclays, Managing Director for the Channel Islands, Paul Savery says, "Barclays has been sponsoring the Jersey Boat Show since 2010 and were delighted to announce our continued support through to 2019. As well as being a fun

event for all the family and a great opportunity for the many exhibitors to showcase their products, the show has also given many charities the opportunity to promote their causes. Visitors to the show are always extremely generous and the funds are matched by Barclays, with over £55,000 raised for our nominated charities since 2010. It's also a firm favourite with our staff; many of whom volunteer to help at the show over the Bank Holiday weekend".

The 2017 Barclays Jersey Boat Show is being promoted at this week's Southampton Boat Show where organisers and representatives from Jersey Marinas have been meeting with existing and prospective exhibitors and sponsors. Registration for pontoon and quayside space is now open with special 'Early Bird' discounts available.

Although the programme of activities is still at the planning stage Miss Shacklady has confirmed that many crowd favourites will be back together with a few notable activities planned in recognition of the show's 10th anniversary. She says, "As always, we have a great team working behind the scenes on the 2017 programme, guaranteeing an eclectic mix of entertainment on the Main Stage as well as activities on and off the water. We have received support from the Royal Navy since the show first started and having submitted a request for their participation in 2017 we hope this will continue in our 10th anniversary year".

All marketing, PR and media activities will be handled by Ports of Jersey dedicated in-house team, including the production of an official programme, while 3D Events will look after all the operational aspects of the show together with all exhibitor, catering/refreshment concessions and sponsorship enquiries. Exhibitor details and registration forms are now available online at jerseyboatshow.com with Early-Bird discounts currently available. Due to the popularity of previous shows with exhibitor space filling up quickly, organisers are urging anyone interested in the 2017 to sign up without delay to avoid any disappointment as registration is available on a first come basis.

Registration for anyone interested in the catering and refreshment concessions will be available via jerseyboatshow.com as from mid-December 2016.

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