



**SUPERYACHT
TECHNOLOGY
SHOW**

BARCELONA
10TH & 11TH MARCH 2026

2026 EXHIBITOR & SPONSOR SHOW KIT

10TH - 11TH MARCH 2026

JOIN US IN [BARCELONA](#) FOR THE LEADING EVENT DEDICATED TO THE FUTURE OF
SUPERYACHT TECHNOLOGY

WELCOME TO

THE 6TH EDITION OF THE SUPERYACHT TECHNOLOGY SHOW

80% of exhibitors
would exhibit at
the 2026 show



**Tuesday 10th and Wednesday 11th March 2026 at
The World Trade Center in Barcelona**

The Superyacht Technology Show is more than just a trade show - it's the only event in the industry 100% dedicated to superyacht technology, combining an exhibition, conference, and networking opportunities tailored exclusively for the superyacht sector.

What to Expect in 2026?

- **Strategic Scheduling:** A refined timetable designed to drive more traffic to the trade show floor
- **Enhanced Exhibitor Opportunities:** From coffee stations to micro pitches at your stand.
- **Advanced Event App:** Lead generation, badge scanning tools and live-floor plan
- **New Networking Events:** Including a fresh take on “meet the buyer”



2
days



1000+
attendees



80+
exhibitors

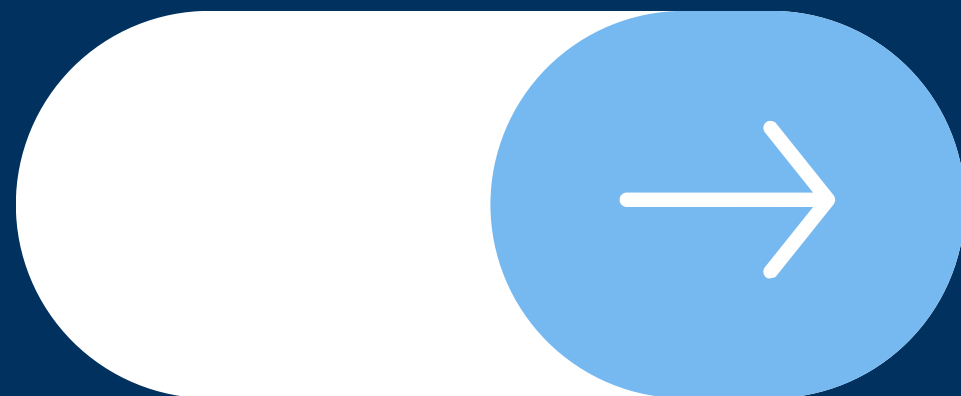


16
speakers



A RECAP OF THE 2025 SHOW

WATCH THE HIGHLIGHTS FROM THE
2025 SHOW, FEATURING INSIGHTS FROM
OUR EXHIBITORS AND ATTENDEES.



“

We did more business as a result of the show last year
than we have with all the other shows we've attended.

Andy Cuff, CEO and Founder of Computer Network Defence

”



[WATCH HERE](#)

Our industry guest programme brings decision-makers to the show with complimentary access to the exhibition, conference, and networking events for:

**Technical
Professional Crew
(AV/IT Officers,
Engineers, ETOs)**

Captains

**Owner's
Representatives**

**Shipyards &
Management
Companies**

**Interior Designers
& Naval Architects**

**New Build and Refit
Teams**

THE INDUSTRY GUEST PROGRAMME

A Purpose-Built Event Connecting You With Key Decision-Makers

**"SHOW US YOUR FLIGHT"
PROGRAMME**

To attract high-value industry guests, we cover hotel costs for those who book their own flights to Barcelona. In return, they receive a complimentary industry guest pass to attend the show.

The programme is expanding by 50% in 2026 - bringing even more qualified decision-makers to your stand.

Programme
doubling in
2026 after
2025 success

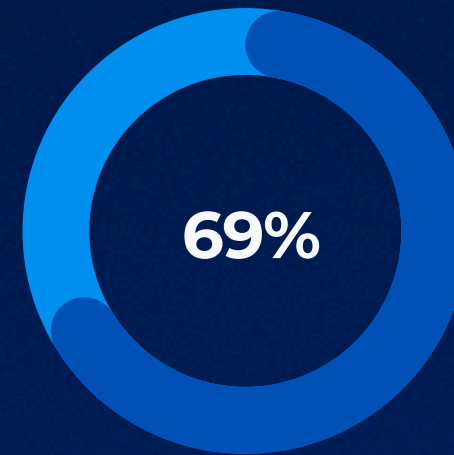


IN 2025...

buyers (industry guests) outnumbered sellers and in 2026, this audience is set to grow even further with the expansion of our shipyard and management company partnerships.



of industry guests
were Captains, AV/IT
Officers, Engineers
and Owner's
Representatives



of superyachts
represented at
the 2025 show
were 60m+

“

"The Superyacht Technology Show is a great opportunity to get up to speed with the latest technologies and to network with a lot of like-minded professionals."

ETO – 80m Yacht

”

A FEW OF OUR PARTNERS...



WHY EXHIBIT AT SYTS 2026?



Strategic Scheduling

We've shortened the conference programme to give exhibitors more time with industry guests on the show floor.



Advanced Event App

Book meetings in advance, live-chat with attendees, scan badges and track and manage contacts easily.



Networking Events

Enjoy full access to all networking events - from welcome drinks and daily lunches to the Atlantis Party and End of Watch closing drinks.



Exhibitor Visibility

Your company will be featured with a profile on both the official event website and event app.



Smarter Ways To Network

Connect with industry guests through Intelligent Buyer Networking and our new Networking Lounge.



Live Floorplan

The event floorplan will be built within the app to help attendees navigate the show effortlessly.

85%

OF INDUSTRY GUESTS
WOULD ATTEND THE
2026 SHOW

75%

OF EXHIBITORS AND
SPONSORS FELT THE
SHOW IS GOOD VALUE
FOR MONEY

85%

OF EXHIBITORS AND
SPONSORS WOULD
RECOMMEND THE
SHOW TO OTHERS

Results from 2025 survey



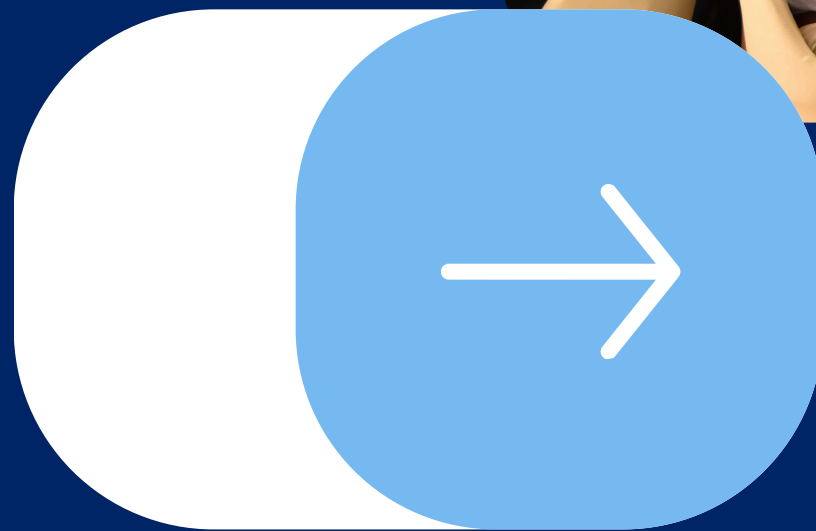


“

It's a must-attend event.

*Torsten Steinbrecher, Founder and
Managing Partner at Qualtron*

”



EXHIBITOR PACKAGES

Following the success of the 2025 show and growing demand from industry guests, we're expanding with the new Sea View Hall - ideally located between the Innovation and Discovery Halls.

Available stand sizes across the three halls: 3m x 2m and 2m x 2m.

HOW DOES IT WORK?

1. BOOK YOUR STAND WITH THE SUPERYACHT TECHNOLOGY SHOW TEAM

Choose from either:

3m x 2m: €7350

2m x 2m: €5500

2. BOOK YOUR STAND BUILD – BOOKED AND INVOICED SEPARATELY WITH BCN SERVICES

Gold Package (luminous backlit wall): €2,150

Silver Package (foamboard graphics) : €1,980

Bronze Package (vinyl graphics): €1,445

All exhibitor packages include access to all networking events, a profile on our event app, and a listing on the Superyacht Technology Show website.



HALL FLOOR PLANS

Including the new hall for 2026 – the ‘Sea View Hall’. Secure your space early to avoid missing out.

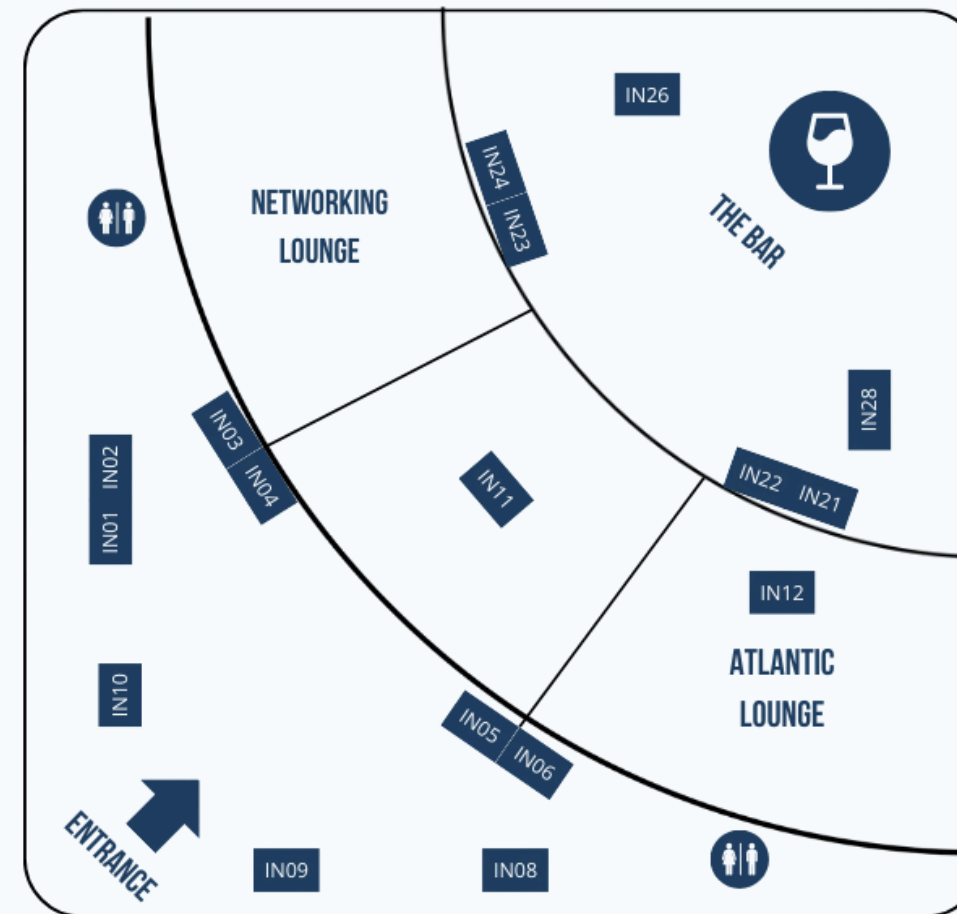
Your Stand Is the Stage – Micro Pitches



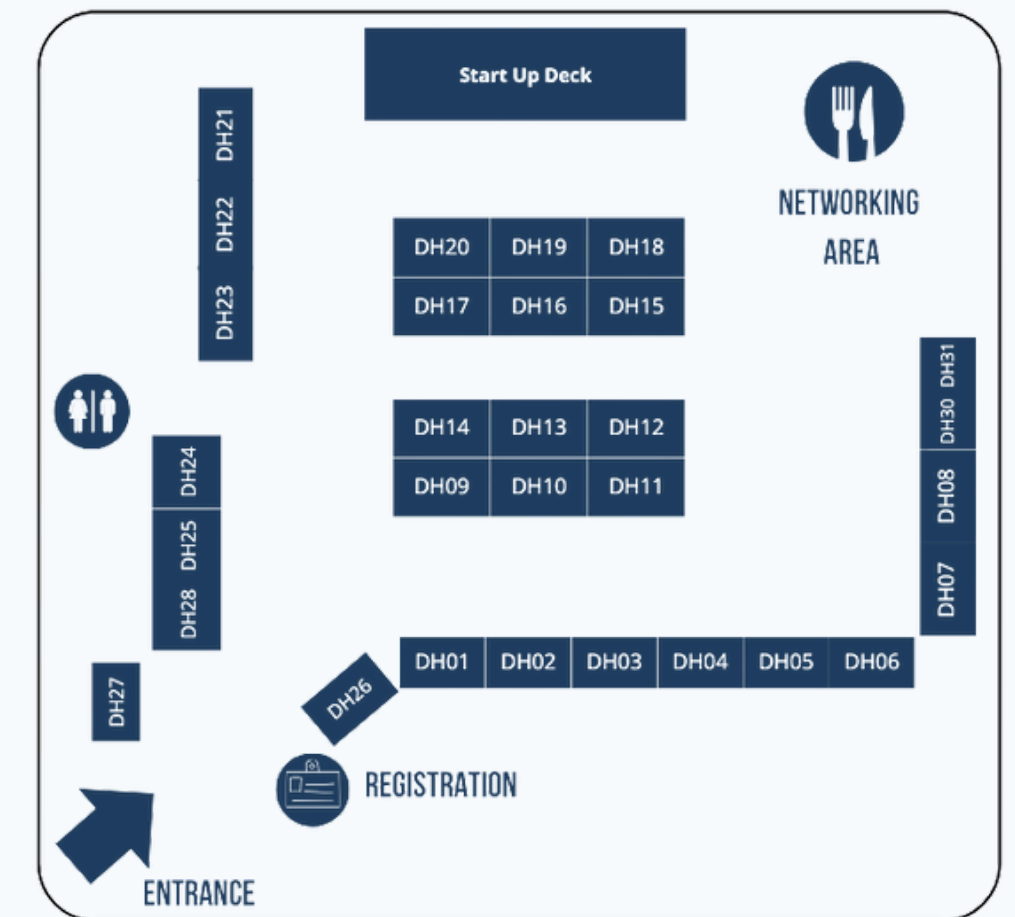
This year, we're bringing the microphone, screen, and speaker to you for Micro Pitches – a high-impact, 5-minute spotlight to show off your products or services.

Your pitch gets a slot in the official show schedule, drawing visitors to engage and discover what sets your brand apart. Want to draw a crowd? Add a giveaway, pour a drink, or tease a reveal.

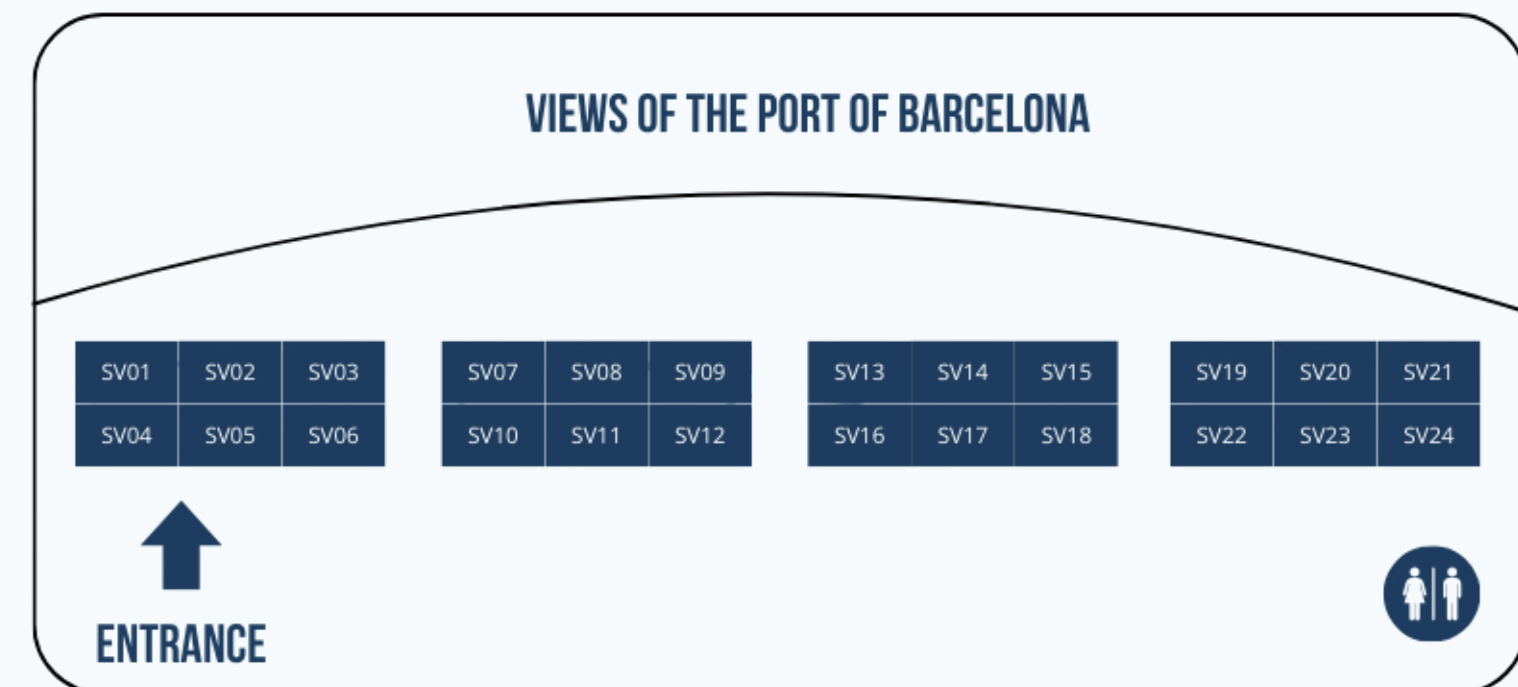
Limited slots available – book yours early with Jack Robinson.



1. Innovation Hall



2. Discovery Hall



3. Sea View Hall

NETWORKING EVENTS

We're not just a trade show - we're a networking experience!

Our curated format gives exhibitors space to connect with key decision-makers through a tailored programme of networking events.

YOUR EXHIBITOR PACKAGE INCLUDES ALL THE BELOW

Welcome Drinks Reception

Morning Coffee Networking Break

SYTS Party

Refuel & Reconnect Breakfast

'End of Watch' Closing Networking Drinks

Intelligent Buyer Networking

Networking Lunches

The Networking Lounge

Intelligent Buyer Networking

NEW

We know the old “meet the buyer” model doesn’t always work - rushed pitches and conversations that go nowhere. That’s why we’re doing things differently.

Through our event app, exhibitors will be intelligently matched in advance with buyers and industry guests based on shared interests and relevance, so every conversation has real potential.

“The Superyacht Technology Show is attended by important players in our industry.”

Gianluca Cirillo – Technical Manager at JMS Yachting



SPONSORSHIP OPPORTUNITIES

Looking to boost your brand visibility at the show?

We offer a variety of tailored sponsorship opportunities designed to elevate your presence at the show. From headline branding to targeted activations, there's something to suit every business goal and budget.

Premium Show Sponsor
3 Available – €50,000 each

Headline Show Sponsor
10 Available – €10,000 each

Hall Sponsor (Discovery, Innovation & Sea View)
3 Available – €25,000 each

TECHTalks Conference Sponsor
Exclusive – €25,000

Lanyard Sponsor
Exclusive – €10,000

Industry Guest Badge Sponsor
Exclusive – €10,000

Registration Desk Sponsor (New)
Exclusive – €10,000

Industry Guest Programme Sponsor (New)
Exclusive – €7,000

[Click here to enquire about sponsorship packages.](#)



SPONSORSHIP OPPORTUNITIES

Networking Events

In 2026, our expanded networking programme offers more opportunities to connect. Sponsorship puts your brand at the heart of the industry's key conversations.

Opening Welcome Drinks Reception Sponsor
4 Available – €5,000 each

Bar Sponsor – Innovation & Discovery Halls
2 Available – €12,000 each - Includes drinks

Atlantis Party Sponsor
4 Available – €10,000 each

Networking Lounge Sponsor (New)
Exclusive – €20,000

Networking Lunch Sponsor
Exclusive – €10,000

Coffee Networking Break Sponsor
Exclusive – €5,000

Refuel & Reconnect Breakfast – Day Two (New)
Exclusive – €5,000

Private Technical Crew Dinner Sponsor (New)
Exclusive – €5,000

“

Mind-blowing tech, amazing people, and just an all-around epic vibe. If you're in the superyacht world and didn't go, you seriously missed out. See you next year!

-Marko Rase, AV/IT, 110m+

”



[Click here to enquire about sponsorship packages.](#)

CONTACT US

We look forward to welcoming you at the 2026 edition of the Superyacht Technology Show.

If you have any questions or require any support, please contact the team.



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sponsorship enquiries:



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