

Press Release

November 2008



This release and picture can be downloaded
from: www.nextstepmarketing.co.uk/press

ABYA gets behind the Yacht Brokers Village at the London Boat Show

ABYA (Association of Brokers & Yacht Agents) has teamed up with www.yachtworld.com to create the Yacht Brokers Village, being launched at the London Boat Show, ExCeL, from 9th – 18th January 2009.

This new initiative comes in response to demand from professional yacht brokers and boat dealers to find a cost-effective way to display brokerage listings and stock boats at boat shows. This innovative idea will represent an unrivaled opportunity for visitors to see up-to-date information on a huge selection of pre-owned boats.

Each ABYA broker, visible by the Association's well known logo, can display up to 24 boat listings mounted in a high quality professional display. The Yacht Brokers Village will also feature hospitality areas where customers can discuss their requirements with brokers on the stand.

ABYA's sister organisation, the YDSA (Yachts Designers & Surveyors Association) is aiming to have a surveyor on the stand every day to give advice and guidance on all aspects of pre-purchase and other marine surveys.

The Yacht Brokers Village is located at stand N20 (North Hall) at the London Boat Show and a dedicated website is now live at: www.yachtbrokersvillage.com.

- ends -

Issued on behalf of ABYA by Next Step Marketing

Media enquiries to: Denzil Lee
Tel: +44(0)1256 861186
Fax: +44(0)1256 861100
Email: info@nextstepmarketing.co.uk

Notes to Editors

ABYA is a recognised association for professional boat brokers and dealers, with both UK and European members. The Association runs a brokerage training course for potential members and also provides regular intensive courses for existing members.