



MIAMI FEB 17-21, 2011
23rd Annual
Yacht & Brokerage Show
IN MIAMI BEACH

WELCOME
MIAMI & THE BEACHES
CHANNEL

Media Contact for Show Management: Steve Sheer ssheer@showmanagement.com
T: 954-764-7642

Media Contact The Welcome Channel: April Donelson Director of Sales and Marketing
april@welcomechannel.tv T: 305.331.6610

THE WELCOME CHANNEL TO HOST OFFICIAL VIP KICK OFF SOIREE TO THE 23RD ANNUAL YACHT & BROKERAGE SHOW AT PRIVATE SUNSET HARBOUR YACHT CLUB

February 12th 2011 MIAMI - [The Welcome Channel](#) is once again a proud sponsor of the [2011 Yacht & Brokerage Show](#) in Miami Beach as it celebrates 23 years. In addition, the two will be joining forces to host the Official Kickoff Soiree held on **Wednesday, February 16th** at the [Sunset Harbour Yacht Club](#) (SHYC) in Miami Beach from **7 p.m. to 9:30 p.m.**

The invite-only event promises to be an unforgettable evening of luxury featuring a floating **champagne lounge** aboard a private **Mega Yacht**, passed hors d'œuvres and a commemorative cake by **celebrity chef Jackie Salas** and complimentary cocktail bars by **Rums of Puerto Rico** and **Polar Express Beer** with poolside dancing to **Tony Wilson and the Godfather of Soul Band**.

Guests can enter to win more than \$10,000 in prizes including round trip airfare from Miami to Destin, FL with two-nights of resort accommodations at the Emerald Grande courtesy of Vision Airlines, a Van Der Bauwede Yacht & Brokerage Show commemorative watch, a two-night stay at The Lodges at Eagles Nest in North Carolina, complimentary dockage at SHYC and more. Additional presenting sponsors include Mercedes Benz, Alan Solis and Urban Icons Marketing, Pioneer Linens and One Sotheby's International Realty.

"The Welcome Channel is so proud to be hosting this grand event, kicking off the Yacht & Brokerage Show Miami Beach, in addition to being partners once again this year" said April Donelson, Director of Sales and Marketing for The Welcome Channel. "Combined together with the Miami International Boat Show and Strictly Sail, the Yacht & Brokerage Show produces the highest revenue producing weekend for Miami & the Beaches – a win – win for everyone involved. From the many Mega Yacht lines, brokerages, and affiliates in town displaying the most extraordinary yachts from around the world, the international and national visitors in town, and most of all, the Miami community, this is a very important event each year. "

Every year, the Yacht and Brokerage Show transforms Collins Avenue into a multi-million dollar presentation of brokerage yachts including the world's most extraordinary and uniquely designed vessels from the world's foremost boat builders and brokerage houses.

"We are excited about this opportunity," said Steve Sheer, Show Management's Director of Marketing. "Anytime that we can be a part of an event like this, it just sheds more positive light on the show and of course the marine industry."

About The Welcome Channel:

The Welcome Channel is the premiere, entertainment style visitor programming for 27 of Miami & the Beaches most affluent hotel and resort locations: the Loews Miami Beach, Eden Roc Renaissance Miami Beach, Trump International, Westin Diplomat, JW Marriott, along with 21 other fine properties. The Welcome Channel airs 24 hours a day, 7 days a week, targeting international and domestic travelers alike looking for the very best to do, see, and experience while enjoying their stay right here in Miami & the Beaches, or traveling abroad. For more information, visit www.welcomechannel.tv

About Show Management:

Specializing in event production, Show Management has made the The Yacht & Brokerage Show, the Palm Beach International Boat Show, and the Fort Lauderdale International Boat Show three of the World's largest in-water boat shows, and the St. Petersburg Power & Sailboat Show and Sarasota's Suncoast Boat, two of the Gulf Coast's largest in-water boat shows. For more, visit www.showmanagement.com

About Sunset Harbour Yacht Club:

Voted best marina of Miami Beach in 2008, 2009 and 2010, SHYC, located in the heart of South Beach, is a full service private marina featuring 125 wet slips accommodating vessels from 45' - 160'+ feet. Ginger Hornaday, Broker Associate of [ONE Sotheby's International Realty](#) and Doug Mason, SHYC General Manager, market yacht membership slip sales marina management respectively. For more information, visit www.sunsetharbouryc.com.

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