

News Release

For immediate release
10 October 2018

Navico announced as title sponsor of the annual MAA Press Dinner (METS)

Organised and facilitated by the Marine Advertising Agency, the exclusive pre-show METS Trade press dinner provides a leading networking opportunity for European journalists to hear key industry speakers. Plus, guests will enjoy advance previews of product launches as well as enjoying the company of colleagues and contemporaries.

The press dinner will take place afloat on Monday 12 November in Amsterdam and is strictly invite only.

2018's title sponsor is Navico who will be showcasing a range of new products from their Simrad, B&G and Lowrance marine electronics brands.

“We are delighted to be sponsoring the METS press dinner,” says Simon Conder, Navico’s director of marketing. “This is our second-year as the event’s main sponsor. We particularly like the close relationships that MAA holds with journalists from across Europe and see this as an excellent opportunity to get our key messages and exclusive product news across in a convivial environment without other distractions.”

The success of the press dinner follows on from MAA’s long-standing press lunch which takes place annually at its marina location in Gosport, Hampshire.

“We see so many contacts being made,” says Mike Shepherd, MAA director, “and interviews and articles being planned. It makes sense that companies are very keen to sponsor the event. We bring around 50 key marine journalists together for the evening and while the primary purpose of the event is networking, our sponsors are always very happy with the added value they’ve gained.”

For further information please contact Mike@marineadagency.com.

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Notes to editors

The Marine Advertising Agency Ltd provides simple, no-nonsense solutions to marine companies' advertising, PR, media buying and communications needs. From brand development and marketing materials to website, eCommerce, email campaigns and social media, MAA offers a straightforward, knowledgeable and service-orientated approach. MAA is able to offer unrivalled value to help clients reach their target markets.

For more information visit www.marineadagency.com

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