



STEELPOINTE YACHT & CHARTER SHOW: A MEMORABLE “WELCOME TO SUMMER” FROM SHOWPIECE SHOWS

BRIDGEPORT, Conn. June 25, 2020 – The Steelpointe Yacht & Charter Show took place over Father’s Day Weekend, and invited guests came out to celebrate in style with producer Showpiece Shows in a well-managed and safe boutique luxury event with beautiful yachts, exotic cars, fun sea planes, stunning helicopters, and bespoke retailers surrounded by live music, superb food, fireworks, and a festive atmosphere.

Showpiece Shows worked closely with the RCI Group and Steelpointe Harbor located in Bridgeport, Conn., to follow a responsible plan of action, using the wide docks and expanded outdoor areas to provide plenty of room for social distancing at the show. Exercising an over-abundance of caution, Showpiece Shows coordinated a safety regime that included limiting the number of visitors on each boat at a time, equipping every boat with a sanitizing kit, and providing masks, gloves, and artificial intelligence-assisted body-temperature scanning provided by technology company Feevr at the entrance. Hosted self-service bars and touchless registration instilled even more confidence.

The organizers established what could be the future of boat shows: Rather than packing large numbers of people into a venue, organizers focused on the quality of the experience for guests and exhibitors, which goes hand in hand with providing a safe environment during these unprecedented times.

“Everyone came ready to have a good time and enjoy themselves,” said Jennifer “JJ” Jones, show director for Showpiece Shows. “We are honored and excited that so many attendees chose the Steelpointe Yacht & Charter Show to make what for many was their first foray into a public setting. We wanted to ensure everyone felt safe, and everyone had a great time!”

Future shows may also take a cue from the level of community involvement: The Steelpointe Harbor venue played a huge role in the show’s success, and all vendors used, from catering to audio to comfort stations and more, are all based in Bridgeport. U.S. Senator Richard Blumenthal, U.S. Rep. Jim Himes, and Bridgeport Mayor Joe Ganim were in attendance in support of the event.

The excitement level of guests and exhibitors was palpable, and the results of the show speak for themselves: Thirteen boats were sold at the show, along with four exotic luxury cars. Guests also purchased several Fliteboard foiling electric surfboards and Seabob electric jet-drive water scooters as they enjoyed beautiful weather and cold drinks.

More than \$68 million in boats were on display including exhilarating, ocean-ready Fountain, HCB, and Everglades center consoles, and yachts from Fairline, Sunseeker, Cruisers, Prestige, Gunboat, Christensen, Absolute, Zeelander, Beneteau, Feadship, and more, allowing visiting boaters to step aboard the boats they’re considering after a spring of “virtual” boat shows. As often happens, getting aboard motivated buyers to purchase their next boat on the spot.

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SHOWPIECE SHOWS

ABOUT THE RCI GROUP

The RCI Group and its affiliates have been developing, acquiring, and managing residential and commercial real estate since the early 1970s. During that period, the RCI Group has acquired, managed, and, in some cases, sold over 11,290 apartment units, 1.9 million square feet of retail, office, and commercial buildings, and developed over 16 marina locations with appropriate related ancillary services.

“It felt like a party, because it *was* a party,” Jones continued. “Old and new friends came together to enjoy this spectacular venue and get down to the business of having a good time and planning their summer fun.”

Additional excitement came from the exotic cars with a total value of \$10 million on display, including such classics as rare Ferraris and Maseratis, a Lamborghini, vintage specimens from Alfa Romeo, Delage, and Austin Healey, and many more, coupled with the latest rides from Genesis, including the US debut of their first SUV, the gorgeous GV80. Aeronautical enthusiasts also enjoyed helicopters including a pair of Sikorsky s-76s and an AgustaWestland, as well as seaplanes on display, all with a combined value around \$57 million.

The Fliteboard test area was a big draw. Curious onlookers watched several guests test the electric surfboard that rises up on its foil, providing a smooth, silent ride that is a spectacle to witness in person. Live music, a silent auction, fireworks, and on-location dining at the Boca Oyster Bar added to the excitement of the show.

“As restrictions continue to be lifted, we’re sure more and more people will come out and enjoy exciting events responsibly,” Jones said. “We know people can’t have a good time if they feel unsafe, so we’re excited to help set industry standards for safe and fun luxury events.”

The next Showpiece Shows event remains on schedule to take place September 24-27, 2020, at Steelpointe Harbor and Bridgeport Harbor Marina. In light of the cancellation or rescheduling of several upcoming boat shows in the fall, Showpiece anticipates strong interest in the next Steelpointe Harbor event. A limited number of tickets for purchase will be available to the public online August 1st, 2020, and the rest of the guests will remain by invitation only. Showpiece Shows and Steelpointe Harbor will continue to maintain continued vigilance to produce world-class shows in a safe environment. For more information, visit www.showpieceshows.com and www.steelpointeboatshows.com.

Steelpointe Harbor and Bridgeport Harbor Marina offer world-class amenities, easy parking, including valet, plus food and entertainment on site that make for an enjoyable experience for guests and exhibitors, and convenient access from I-95, Metro North, I-91, the Bridgeport-Port Jefferson Ferry, and Sikorsky Memorial Airport (formerly Bridgeport Municipal Airport).

For more information, visit www.showpieceshows.com;
www.steelpointeboatshows.com

ABOUT SHOWPIECE SHOWS

Headquartered in both Fort Lauderdale, Fla., and Bridgeport, Conn., our team is a group of visionaries, leaders, and event specialists who aim to challenge the status quo. We provide specialized marketing and event services for premium clients in yachting, finance, sports & entertainment, liquor, automotive, and real estate—all part of the luxury lifestyle marketplace. Providing well-curated event solutions and unparalleled event strategy for our clients is our primary mission. With almost nine decades of experience in creation, development, and operations of events that include some of the world’s largest event platforms—The Super Bowl, ATP and WTA tennis tournaments, NCAA football bowl games, the US Open (golf), MLB All Star events, celebrity charity events, BCCI Cricket, and countless boat shows, fishing tournaments, and yachting rendezvous—we are passionate about creating the best event experiences for both guests and exhibitors. Having fun, excelling at what we do, and creating lasting memories is at the core of every event we produce. Tasteful. Unique. Elegant. We are Showpiece.
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