



35th America's Cup: Action, Excitement and Exclusive Access

Diane M. Byrne-MegayachtNews.com—Moderator
Sam Hollis-America's Cup Event Authority—Panelist
Bill Hanbury-Bermuda Tourism Authority—Panelist
Stefano Tositti-BWA Yachting—Panelist

ISS is pleased to announce *35th America's Cup: Action, Excitement and Exclusive Access*, as its featured presentation topic for the Society's Annual Membership Meeting & Breakfast on Wednesday 2 November 2016 from 8:00-10:00 am in the AIM Marine Group Pavilion at the Fort Lauderdale International Boat Show, Fort Lauderdale, Florida.

The program is moderated by Diane M. Byrne, editor of MegayachtNews.com and an ISS Board Member. Panelists include Sam Hollis, Commercial Commissioner and COO of the America's Cup Event Authority (ACEA); Bill Hanbury of the Bermuda Tourism Authority (BTA); and Stefano Tositti, CEO of BWA Yachting. Each panelist is integral to the success of the America's Cup Superyacht Program in Bermuda in May/June 2017.



The America's Cup engages the next generation of sailing enthusiasts with its powerful foiling boats, while at the same time the BTA is reaching a generation of consumers focused on adventure and experiential travel. BWA Yachting is managing and delivering the 35th America's Cup Superyacht Program, offering premium berthing locations in Bermuda, front row access to the race course, and other exclusive privileges and experiences.

Panelists will provide insight into a variety of compelling questions, with audience engagement encouraged:

- what makes the 35th America's Cup more exciting from a spectator standpoint (with "spectators" including the owners and guests aboard the superyachts)?
- why are Bermuda's waters ideally suited to hosting the racing?
- what special events await superyacht owners and guests who have reserved slips?
- can ISS members get involved in hosting/sponsoring events next June?
- how did the BTA convince the Bermudian government to relax regulations to attract more superyachts—and what's the plan to continue work on these issues after the race?



ISS's annual membership meeting is free for ISS members. There is a \$35.00 entrance fee for non-members; however, those wishing to become members may apply the ticket value toward annual membership dues.

The event is also available to sponsors at the gold partnership level. Interested parties should contact Amy Halsted, ISS Executive Director, at +1 540.784.4561, amyhalsted@gmail.com.

In our October newsletter, read more about the America's Cup and bios of the panelists and moderator.

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