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**The Superyacht Summit Celebrates Its 5<sup>th</sup> Anniversary**

***Annual U.S. Symposium Focuses on Education and Timely Topics Impacting the Luxury-Yacht Industry***

**Fort Lauderdale, Florida—November 29, 2017:** The Superyacht Summit, the most prestigious gathering in the United States of regional, national, and international superyacht industry professionals, is celebrating its fifth consecutive year on Tuesday, March 20, 2018, with a return engagement at the West Palm Beach Marriott. A cornerstone event organized and produced by the U.S. Superyacht Association (USSA), a non-profit trade organization promoting and supporting the U.S. superyacht industry, the Superyacht Summit features professional and personal development programming, networking, and action plans for the global superyacht industry.

Scheduled just prior to the Palm Beach International Boat Show, the Superyacht Summit year after year attracts a cross section of leading luxury-yacht industry professionals. Key decision makers representing marinas and shipyards, designers and engineers, yacht managers, superyacht captains, yacht brokers, service providers, media, and more attend. At the 2017 event, more than 150 industry leaders were drawn to the Superyacht Summit's focus on making new connections, learning, as well as growing and strengthening business initiatives.

"The feedback we receive from the Summit is tremendous," says Diane M. Byrne, vice chair of the USSA and chairperson of the Superyacht Summit. "Many participants, both members and non-members alike, tell us that it's hands-down the best symposium they attend each year. We therefore strive to create even better programming, and to zero in on the challenges fellow professionals face in their businesses—including ones they may not even know are on the horizon."

Attendees get to tailor their own experiences from a program comprised of exciting presentations and smaller breakout tracks. Highlights of the 2018 Superyacht Summit include "The ABCs of the New Affluence;" "Social Media and the Law: Privacy, Publicity, and Their Related Challenges;" "Identity Crisis: Combatting the Image of Superyacht Owners as Villains;" and other pertinent topics. Additional sessions include business-building and management topics from marketing, legal, and legislative experts. A networking reception and cocktail party at the Marriott follow the day's programming.



The Superyacht Summit environment provides rich opportunities designed to improve a business's bottom line and to promote personal development for those wishing to strengthen their position in the luxury-yacht industry. Early-bird registration opens in December, as do sponsorship opportunities. Visit [www.ussuperyacht.com](http://www.ussuperyacht.com), or contact the U.S. Superyacht Association office at 954-792-8666 or via email at [info@ussuperyacht.com](mailto:info@ussuperyacht.com).

**Earlybird Cost:** USSA Members \$325; Non-Members \$395; Association Member Partner \$325.

**After March 2, 2018:** USSA Members \$375; Non-Members \$395; Association Member Partner \$375.

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#### **About the U.S. Superyacht Association**

*The U.S. Superyacht Association (USSA) is a non-profit trade organization established in 2006, with the mission "To promote and support the U.S. superyacht industry and its members worldwide through advocacy, marketing and education." For more information, visit [www.ussuperyacht.com](http://www.ussuperyacht.com). Follow the USSA on social media: [Facebook.com/USSuperyacht](https://www.facebook.com/USSuperyacht) and [twitter.com/USSuperyacht](https://twitter.com/USSuperyacht).*

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