

Press Release
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Metstrade appoints McKenna Townsend as strategic PR partner ahead of its biggest-ever show

Metstrade, the world's leading marine equipment trade exhibition, has extended its strategic public relations partnership with McKenna Townsend for a second consecutive year. The appointment comes as Metstrade scales up its communications activity in response to record exhibitor demand and a significantly expanded 2026 edition.

Building on a successful first year of collaboration, McKenna Townsend will once again provide strategic PR, media relations and content support, having supported Metstrade for its record-equalling 2025 edition. The agency will work closely with the Metstrade team to deliver a highly focused communications PR programme for Metstrade 2026, which takes place from 17-19 November at RAI Amsterdam.

The partnership will focus on clear planning and a proactive media strategy, using compelling storytelling, industry insight and thought leadership to help strengthen Metstrade's global visibility. A segmented approach to messaging will ensure relevant, targeted communication with exhibitors, visitors and media across Metstrade's diverse global audiences. As part of its continued support, McKenna Townsend will also sponsor the Metstrade VIP Lounge. The space will serve as a central hub for senior industry stakeholders, media and partners to connect during the show.

McKenna Townsend will also act as a key media liaison during Metstrade, working closely with attending media in and around the show's press office to secure interviews and to promote key aspects of the show. This will include leveraging key relationships with global leisure marine media during Metstrade to highlight key stories and events. The agency is also providing media buying advice and expertise as part of the wider communications support.

Metstrade organisers have already confirmed several significant plans and enhancements for the 2026 edition, set to be the biggest show to date. With exhibitor sign-ups at a record high, Metstrade 2026 will feature expanded halls and enhanced zones. More than 1,700 exhibitors are expected to attend, creating even greater opportunities for marine professionals to collaborate, drive commerce, close deals and build long-lasting global connections.

"We're delighted to once again be a key strategic communications partner to Metstrade, building on the strong foundations we laid last year," said **Matt McKenna, co-Managing Director at McKenna Townsend**. *"Metstrade is integral to the global leisure marine industry,*

bringing together the people, products and ideas that help shape its future. Sponsoring the Metstrade VIP Lounge is another way we are demonstrating our commitment to this vital industry platform.”

Merle Eggink, Brand Marketing Strategist for Metstrade, added: *“I’m thrilled with our collaboration with McKenna Townsend. The quality of support and strategic insight from the team has been excellent, and that is one of the key reasons we are continuing and strengthening our partnership this year. Their understanding of the industry, combined with their ability to communicate clearly and creatively, makes them a trusted and valued partner for Metstrade.”*

The partnership reflects a shared ambition to elevate industry-wide conversations and further strengthen Metstrade’s position as the leading international platform for the leisure marine industry.

McKenna Townsend works with a range of international, national and regional clients across numerous sectors such as marine, franchise, retail and care.

The agency’s client roster includes Yamaha, YANMAR Marine International, Princess Yachts, Aquila, Arksen, Williams Jet Tenders, Vetus, AkzoNobel, and Smartgyro.