



28th
Annual

An Invitation of Exhibiting in 28th annual
Marine Diving Fair
2020

Join us for
your business
in Japan

April 3(Fri) ~ 5(Sun) , 2020

Sunshine City Convention Center Hall C,D Ikebukuro, TOKYO JAPAN

Produced by **Marine Diving Fair Committee and MARINE ART CENTER Co., Ltd.**

Contact : **Organizer**

Marine Art Center Co., Ltd.

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<https://marinedivingfair.com/>

Operated by

Marine
Diving

Marine
Diving web

LaSCUBA

海と島の旅

Marine
photo

Diving
School



Photography by Masaaki Harada



Join us for your business in Japan.

You can reach the enormous Japanese Diver Market!

EXHIBITION MERITS

- 1 Highly effective tool for your business directly!
You can transmit information of your merchandise and services toward Japanese and Eastern Asia.
- 2 You can get the updated information of diving in Japan, such as Kabira Bay, Ishigaki Island, Okinawa Prefecture, which is known as the world-famous diving area for manta rays.
- 3 Expanding the range of your business by discussing with industry participants, including retailers and travel agencies during the fair.

➔ **Develop strong ties with domestic and international Diving and Travel markets!**



Yohei Kono

Chairman, Marine Diving Fair Committee
Chairman, Japan Leisure Diving Association
The Former Speaker of the House of Representatives

Greetings

It is a great pleasure to hold 28th annual Marine Diving Fair. The number of exhibitors and visitors has been increasing year by year, and I would like to thank all of them for the strong support and sympathy.

Marine Diving Fair will continue to challenge for more expansion of diving market. Again, we appreciate your kind and continuous supports.

OUTLINE

Title	Marine Diving Fair 2020
Location	Sunshine City Convention Center Hall C, D Ikebukuro, Tokyo, JAPAN
Date	April 3(Fri) ~April 5(Sun) , 2020
Admission Fee	FREE
Produced by	Marine Diving Fair Committee & MARINE ART CENTER CO., LTD.
Supported by ※	Ministry of Foreign Affairs of Japan, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of the Environment, Japan Sports Agency, Japan Tourism Agency, Tokyo Metropolitan Government, Okinawa Prefecture, JATA(Japan Association of Travel Agents)
Special cooperated by ※	Japan Leisure Diving Association
Cooperated by ※	Japan Marine Recreation Association, Community Sports Center Foundation, Japan Marine Photography Association, Japan Scuba Association, Leisure Diving Certification Promotion Council (Provisional)
Supported by ※	Sunshine City Corporation, Sunshine Aquarium

(※2019 achievements)

OBJECTIVE

Marine Diving Fair has been held since 1993, with the goal to spread the joy of scuba diving and traveling throughout Japan, Asia, and the world, and stimulating the market.

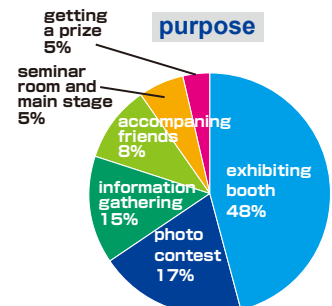
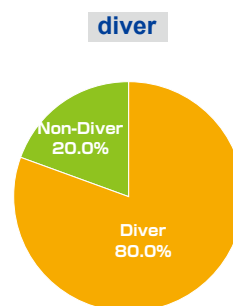
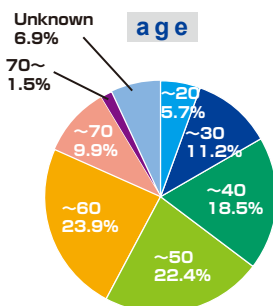
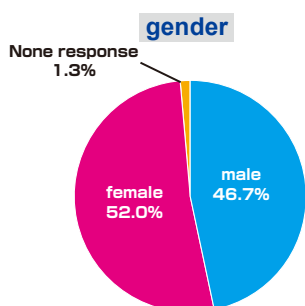
The fair has become a large and international event in Asia, which is focused on "Scuba Diving" and "Travel". The number of visitors is increasing every year.

Our event is strongly supported by Japanese government ministries above. Over 200 exhibiting companies from 50 countries and regions, including Diving Resorts, Tourism Boards, Airlines, Hotels and Manufacturers are participating.

This event is considered as the source of information and it is spread out to the world from here. As well as being able to promote to Japanese consumers directly, it will be also available to discuss business and information sharing with the industry participant in the fair. We would appreciate it if you could utilize these opportunities to promote your merchandise and services in Marine Diving Fair.



VISITORS DATA



Over 90% of visitors are satisfied with Marine Diving Fair, because they are highly interested in scuba diving and traveling, and keen to gather information.

HIGHLIGHTS

Variety of Devices to Attract the Visitors

We have "Beach Resort Fair Zone", "Japanese Diving Zone", "Okinawa Zone", "Underwater Camera & Equipment Zone", "Diving School Zone", "Marine Goods Zone", "Environment Corner", "Beach Activity Corner", etc.

You can exhibit depending on your business.

■ Promote your business toward Asia and the world!

Many visitors are highly interested in diving and resorts around the world. And they tend to enjoy their vacations actively there.

Over 200 exhibiting companies from 50 countries and regions all over the world, moreover, it is increasing every year. We are sure that you can develop new customers and promote effectively your merchandise and services not only toward Asia, but also the world by exhibiting the fair.

List of past exhibitor's country & region

Maldives, New Caledonia, French Polynesia, Fiji, Vanuatu, Papua New Guinea, Other Pacific Ocean Areas (Cook Islands, Kiribati, Christmas Island, Samoa, Tonga, Niue, Solomon, Tuvalu, Nauru), Australia (Great Barrier Reef, Perth), Palau, Guam, Northern Marianas (Saipan, Rota, Tinian), Micronesia (Yap, Chuuk, Pohnpei, Kosrae, Marshalls), Mexico (Cancun, Cozumel, Baja California, La Paz), Cuba, Egypt, Thailand (Phuket, Huahin, Samui, Tao, Khaolak), Vietnam, Philippines (Cebu, Liloan, etc.), Indonesia (Bali, Manado, Komodo, etc.), Malaysia (Sabah, etc.), Hawaii, Dubai, Madagascar, Croatia, Tunisia, Red Sea, Seychelles, Mauritius, Sri Lanka



■ Easier and Closer. Delivering the pleasure of "Underwater Photography" across borders!

The equipments of underwater photography, including waterproof digital cameras, are the important factor of scuba diving to promote the attraction of the underwater world across international borders. Marine Diving Fair attracts these many underwater photography fans by the latest and voluminous information of these equipments.

Moreover, we have also "The Blue Earth Underwater Photo Contest", which is the one of the world's largest underwater photo contest in the same site. All the 800 winning entries were displayed there, which sparked visitor's interest in underwater photography.



■ Promote your merchandise and services directly to Japanese consumers!

The 80 percent of visitors are scuba divers in Marine Diving Fair.

Many of them have spending power to buy new merchandise and they are especially eager to gather information of scuba diving.

Therefore, it will be great opportunities to get the customers' demands when you display and sell your products related diving equipments and accessories in the fair.

You can expand the marketing outlet and cultivate the new customers because many members of the industry use it as an opportunity for business talks in the fair.



PROMOTION

We carry out the variety of media promotion to make your exhibition successful. At first, we publish monthly magazine "Marine Diving" and operate the website "Marine Diving Web".

Especially, "Marine Diving" is the first scuba diving magazine in Japan since 1969, and it has been achieved overwhelming popularity among Japanese divers. By making effective use of these media, we positively promote Marine Diving Fair to attract visitors who are highly interested in scuba diving and beach resort.

In addition, we started English version "Marine Diving Web" from 2019.



Marine Diving Fair official website
monthly Marine Diving

Promotion Plans (schedule)

- 1 Notification in the mass medias
(In about 200 medias such as newspapers, magazines, and television)
- 2 Headlining by using our magazines
- 3 Notification in the diving information sight Marine Diving Web and e-mail newsletter
- 4 Sending direct mail to our magazine readers and past participants of the event.
- 5 Promotion by making and handing out the official poster & pamphlet.
- 6 Collaboration with Sunshine Aquarium.
- 7 We launch the official site of the event and update the latest information. Expand using Facebook, Twitter.
- 8 Many partner companies link to our official website.

BOOTH EXHIBITION

■ **BASIC DISPLAY (colored panel)**

473,000yen

■ **BASIC DISPLAY (white panel)**

■ **SPACE ONLY (without system panel)**

418,000yen

PANEL You can choose the panel color from red, blue, yellow, green, navy blue, gray or dark gray.



Panel color examples

■ **Colored Panel & Marine Diving Magazine & Official Leaflet & Web Banner AD SET**

It is the very popular 'Colored Panel Booth' & AD on 'Marine Diving Magazine', 'Official Leaflet' PLAN and having link from the official website. Now, we settle the reasonable price for you!!

recommendation!!

SPECIAL PRICE!!

880,000yen

BOOTH
1980mm (width), 2400mm (height), 2870mm (depth). Includes Name Plate W900XH200 and System Panel.

Marine Diving
Issue Date : 10th March, 2019
AD size full color 1/8 page
Merits Marine Diving Fair Special Issue !!
* Advertisement on this issue is so effective to appeal for the detail of your own booth. *Marine Diving Magazine*

Web-Logo Link AD
* We will update the official website in real time during the fair.
* The website will be full of helpful and latest information for the fair, so it can be attract a lot of attention among the visitors.
Marine Diving Fair HomePage

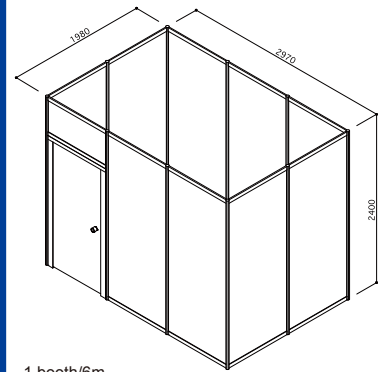
OFFICIAL LEAFLET
AD size full color 1/8 page
Merits
* Over 50,000 visitors are your readers!
* You can also appeal for the detail of your own booth.
* It will be kept and referred for a long time.

Panel Color
You can choose the color from red, blue, yellow, green, navy blue, gray or dark gray.

Stock Room

99,000yen

We can offer storage for your back yard.
* the door with key



1 booth/6m (W3m×D2m×H2.4m)

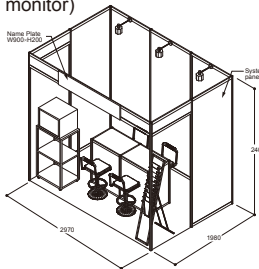
Optional Equipment Pack

You can add equipment on above booth plan, by applying the option below. It is so convenient!!

■ **Option A**
Additional **187,000yen** (including equipments & TV monitor) on above booth plan

- Equipments**
carpet, 1 wall socket, 3 arm spot lights, 2 fluorescence lights, 4 counter chairs, 1 System counter, 1 catalog stand, TV 21inch monitor, DVD deck & Monitor rack (Detail of equipment cannot be changed at any inquiry.)

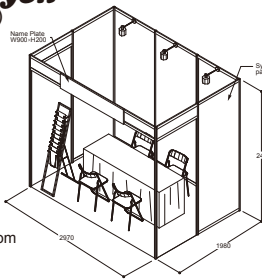
CARPET
You can choose the color from red, blue, green or gray



■ **Option B**
Additional **88,000yen** (including equipments) on above booth plan

- Equipments**
carpet, 1 wall socket, 3 arm spot lights, 2 fluorescence lights, 4 folding chairs, 1 table with cloth, 1 catalog stand (Detail of equipment cannot be changed at any inquiry.)

CARPET
You can choose the color from red, blue, green or gray



Web Banner Ads

■ **Banner Ads on the front page of Marine Diving Fair Official Website**
110,000yen

STAGE

■ **45 minutes presentation on main stage**
275,000yen

Utilizing the main stage, you can hold the presentation, games, seminar and so on. For the people who want to impress any number of people at a time.

- * 100 seats, 100 people at standing area.
- * Able to play the video and photos on the monitor. Microphones available.

Schedule & How to apply

HOW TO APPLY — Application deadline : October 11, 2019
Payment deadline : November 15, 2019
Payment method : Bank transfer

Pay to : **Marine Diving Fair** Saving Account No. 015-0733883 Swift Code : BOTKJPJT
MUFU Bank, Ltd. Kojimachi-Chuo Branch
4-1 Kojimachi, Chiyoda-ku, Tokyo 102-0083 Japan

Set up : April 2, 2020
Exhibition : April 3, 4, 5, 2020
Exhibitions, Seminars, Presentations
Packing up : April 5, 2020
Contact : Marine Art Center Co., Ltd.
TEL: 81-3-3222-0314 FAX: 81-3-3222-0344
E-mail : sales@marinediving.co.jp

ATTENTION - for all the exhibitors.

- About vendibility: Exhibitors can sell any kinds of your products, except for diving gears. Please apply to the organizer's office in advance.
- Regulation of number of persons: The allowed number of persons for 1 booth is 5 people with the exhibitor's badge. We give 5 exhibitor's badges for 1 booth, with the Booth construction manual.
- Sound: Please refrain from using microphones, loudhailer and so on. If you use BGM, or another audio equipment, please apply to the organizer's office.

Cancellation Policy

After the date when the application form will be accepted... 100%