One of the largest scuba diving event in Asia!

MARINE DIVING FAIR 2022

30th anniversary!

Invitation to Sponsorship & Exhibition

April 1 (Fri) ~ 3 (Sun), 2022
Sunshine City Convention Center
Ikebukuro, Tokyo, JAPAN

Contact: Marine Creative Co., Ltd (Organizer)
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One of the largest scuba diving event in Asia

Marine Diving Fair

Join us for your business in Japan

2022 marks the 30th anniversary of Marine Diving Fair, since 1993.
With companies dealing with ocean, resorts, traveling, underwater photography, environment, and education participating from all around the world, it has become one of the biggest scuba diving events in Japan.
We are convinced that joining us will be a great opportunity for your business.

Event Outline

Title: Marine Diving Fair 2022
Date & Time: April 1 (Fri) ~ 3 (Sun), 2022
10:00～17:00 (Saturday closing at 18:00)
Venue: Sunshine City Convention Center Hall C, D
Ikebukuro, Tokyo, JAPAN
Admission Fee: FREE
Organizer: Marine Diving Fair Committee
Cosponsor: MARINE CREATIVE CO., LTD.
Construction: FUJIYA CO., LTD.

From Organizer

Greetings
2022 marks the 30th milestone anniversary of Marine Diving Fair. We would like to express our heartfelt gratitude for your kindness and guidance that has allowed us to continue to this point. We are planning on holding the event while taking thorough infection control measures, like we have done in the previous Fair. Thanks to your strong support and sympathy, the number of exhibitors and visitors have been increasing year by year. As an event continuing for more than a quarter of a century, we will continue to challenge for more expansion of the diving market. Again, we appreciate your kind and continuous supports.

Visitor Voices
*translated from Japanese

“Vibrant Event!” “Great opportunity for collecting information of many dive areas, and to ask questions directly to the exhibitors.” “It was good that the infection control measures were taken.” “I’m glad to have come to this fair; it became the reason for me to start scuba diving” “It was nice to be able to communicate with local people of dive areas that I cannot usually go to. Also, great opportunity to try underwater photography equipment.” “I’ve decided to get scuba diving certification thanks to the Fair, and I’m very excited!” “Satisfied to have been able to actually get the real information of many dive areas. Plenty of information at each stage programs, also.” “The fair lets me know about new dive areas. There are more to go!”

30th anniversary!
Venue Divided into Different Sections

● Division of the venue according to the visitors’ purpose made it easier for the visitors to head directly to the section of their interest.
● You are welcome to sell your products / take orders at your booth*.

*Requires permission from the organizer in advance

WORLD’S DIVE AREAS
Exhibiting area for world’s tourism bureaus, resorts and dive shops.

DIVE GEARS & ITEMS
Dive gears and ocean related items are on sale! Visitors enjoy shopping.

SCUBA DIVING EQUIPMENT MANUFACTURERS
Visitors may experience using the newest dive gears and hear explanations about them.

OKINAWA DIVE AREAS
Exhibiting area for Okinawa’s dive areas. Local dive guides are present.

JAPANESE DIVE AREAS
Exhibiting area for dive areas around Japan. Local dive guides are present.

SNORKELING & OCEAN EDUCATION
Area for snorkelers to enjoy. Also great for ocean education for kids.

STAGE & SEMINAR
Fun programs and seminars attract many audiences every year.

UNDERWATER PHOTOGRAPHY
Exhibiting area for underwater photography equipment.

DIVE SCHOOLS
For people who want to become divers. Many non-divers stop by here.

WORLD’S DIVE AREAS
Area providing information about how to start and enjoy diving in Japan.

SCUBA DIVING EQUIPMENT MANUFACTURERS
Visitors may experience using the newest dive gears and hear explanations about them.

PADI DIVE CENTERS
Area providing information about how to start and enjoy diving in Japan.

Visit Marine Diving Fair official website for post reports! (Japanese)
https://marinedivingfair.com/

*There may be changes in the division of exhibiting areas
Marine Diving Fair is Perfect for...

● Marketing
You can conduct market research, gather newest scuba diving information, and promote to both visitors and exhibitors.

● Giving away samples
There are chances to give away your samples to visitors, participants of stage programs, and more!

● Surveys
You can take surveys about customers’ needs, your branding image, etc. Many visitors are willing to answer!

● Gathering customer data
Great opportunity to make visitors who are interested in scuba diving, ocean, resorts, and traveling your customers!

● Explaining your product
You may explain about your product directly to your customers for more understanding.

● Branding
You can strengthen your brand image through logo exposure, banner exposure, etc.

● Selling your product
You can sell your products including travel products and dive tickets (anything except dive gears) at your booth.

● B2B marketing
There are not only B2C but also B2B business opportunities with many dive industry related visitors.

Not only dive shops & resorts!
Past exhibitors include:
Sake brewery, mass merchandiser of sporting goods, English teaching school, dive watch manufacturer, jewelry store, camera reseller, computer related manufacturer, membership resort hotel, underwater drone manufacturer, cosmetic company, automobile manufacturer, sports drink manufacturer, online grocer, medical equipment manufacturer, other manufacturers dealing with translation machine, oxygen capsules, health food, wine, boating license, etc...
Your Exhibition Presence will be Promoted Widely to the Dive Market! Magazines, Websites and Social Medias, etc.

Visitors of the Marine Diving Fair

Exhibiting in
Marine Diving Fair
Promotion in
Multiple Media

Readers of the Marine Diving Email Newsletters
About 15,640 readers
(Data from May 2021)
Facebook Followers
13,599 followers
(May 2021)
Twitter Followers
8,686 followers
(May 2021)

Marine Diving Fair
Official Website

Online Marine Diving Fair
(Japanese)

Marine Diving
Official Website

169,118 monthly unique users
352,417 monthly views
(Data from August 2020)
Booth Prices and Measurements

**Booth**

1 booth / 6m²
(W3m × D2m × H2.4m)

Exhibition fee includes:
- Name board
- System panel
- 5 Exhibitor badge / booth

**Option A**
- Carpet (Choose from red, blue, green, grey)
- 1 Wall socket (500W)
- 3 Arm spotlights (100W)
- 2 Fluorescence lights (40W)
- 1 System counter
- 4 Bar stools
- 1 Brochure stand
- 21 inch TV monitor + TV stand & DVD player

**Option B**
- Carpet (Choose from red, blue, green, grey)
- 1 Wall socket (500W)
- 3 Arm spotlights (100W)
- 2 Fluorescence lights (40W)
- 1 Table with cloth
- 4 Folding chairs
- 1 Brochure stand

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**Colored Paneled Booth**

Please choose 1 color from red, blue, yellow, green, dark blue, light grey, dark grey.

**473,000 yen /booth**

Including tax

**White Paneled Booth**

or space reservation only

**418,000 yen /booth**

Including tax

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**Online & On-site**

**803,000 yen** (Including tax)

**Marine Diving Fair 2022**

Colored Paneled Booth

1 booth / 6m²
(W3m × D2m × H2.4m)

April 1~3, 2022
at Sunshine City, Ikebukuro, TOKYO

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**Equipment Options**

**Option A**

1 Booth + 187,000yen (Including tax)

comes with
- Carpet (Choose from red, blue, green, grey)
- 1 Wall socket (500W)
- 3 Arm spotlights (100W)
- 2 Fluorescence lights (40W)
- 1 System counter
- 4 Bar stools
- 1 Brochure stand
- 21 inch TV monitor + TV stand & DVD player

**Option B**

1 Booth + 99,000yen (Including tax)

comes with
- Carpet (Choose from red, blue, green, grey)
- 1 Wall socket (500W)
- 3 Arm spotlights (100W)
- 2 Fluorescence lights (40W)
- 1 Table with cloth
- 4 Folding chairs
- 1 Brochure stand

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**Stock Room**

**104,500 yen** (Including tax)

- 1 booth / 5.8m²
- Door with lock

(W2970 × D1980 × H2400)

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**Other**

Please contact us if you would like to participate without booth reservation. (Special cooperation, presentation at stage, etc.)

**470,000 yen** (Including tax)

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**Recommended**

We are offering special price for participating in both online and on-site Marine Diving Fair.

**Package Price**

**413,000yen** (Including tax)

**Online Marine Diving Fair**

Exhibition Booth

April 1~ May
Giving the highest priority to health and security of exhibitors, visitors, and associated companies, Marine Diving Fair 2022 is going to be held with great precaution, following the guidelines provided by Japan Exhibition Association and Sunshine City, the venue owner. We have established “COVID-19 Infection Control Measures” to prevent further infection while aiming for more development in diving industries. There may be changes to the Measures if needed depending on the future COVID-19 situation. (These changes are to be announced on official website)

Safety precautions during the event include:

1. Announcements and sign boards about the COVID-19 precautions.
2. Checking body temperatures at the entrance. (Anyone with body temperature of 37.5 degrees Celsius or higher and anyone who is not feeling well is not allowed in the venue.)
3. Hand sanitizer placed throughout the venues, at entrances, and in public spaces
4. Cleaning and disinfection of frequently touched surfaces
5. Limiting the number of people entering the venue
6. Providing pathway with width of at least 3 meters to keep social distance
7. Frequent ventilation
8. Registration in advance for exhibitors and visitors
9. Refrain from attending if
   - You do not feel well (abnormal sense of taste or smell, strong feelings of lethargy or fatigue, etc.)
   - You have, within the last 14 days, traveled to or have had close contact with a resident of a country that has been announced by the government as subject to entry restrictions or a post-entry observation period
   - You are under health observation
   - You have fatigue, trouble breathing, or chest discomfort
   - You are experiencing fever, cough, or a sore throat
10. Avoiding direct contact when exchanging cards, etc.

Infection prevention measures we request of visitors
1. Tables and chairs at the stage will be disinfected after each program.
2. Other measures may be taken if needed, giving the highest priority to health and security of exhibitors, visitors, and associated companies.

Infection prevention measures we request of exhibitors
1. Submission of the list of staffs who will be participating in the event in a provided format & permission to turn it in to health care center if needed
2. Wearing of a mask or a face shield
3. Refraining from yelling or announcing in loud voice
4. Limiting number of staffs at each booth to less than 5 people
5. Avoiding booth designs that may interfere with ventilation
6. Bringing tools which allow business discussion without direct contact
7. Checking body temperatures at the entrance (Anyone with body temperature of 37.5 degrees Celsius or higher is not allowed in the venue.)
8. Avoiding direct contact when exchanging cards, etc.
9. Refrain from attending if
   - You are experiencing fever, cough, or a sore throat
   - You have fatigue, trouble breathing, or chest discomfort
   - You are under health observation
   - You have, within the last 14 days, traveled to or have had close contact with a resident of a country that has been announced by the government as subject to entry restrictions or a post-entry observation period
   - You do not feel well (abnormal sense of taste or smell, strong feelings of lethargy or fatigue, etc.)
10. Avoiding booth designs that may interfere with ventilation

Notice & Request (For Exhibitors)

● Cancellation Policy: Cancellation fee before November 30, 2021: 33,000yen
   Cancellation fee after December 1, 2021: 100% (Applies also for cancellation before issuing the invoice)
   50% if the cancellation was inevitable due to natural disasters, pandemic, etc., or if the organizer cancelled or postponed the event upon government request.
● Vendibility: Exhibitors can sell any kinds of products except for dive gears. Please apply to the organizer’s office in advance if you would like to sell any dive gears.
● Regulation of number of staffs: 5 exhibitor badges are distributed per booth. The number of staffs allowed at 1 booth is 5 at most. To prevent people other than exhibitors from advertising, the exhibitors are to wear the badges at visible place at all times. Please note that if there is anyone advertising without wearing the badge, we may ask him/her to leave the venue. Thank you for your cooperation.
● Advertising Regulations: Any kind of advertisement outside your reserved area is strictly prohibited.
● Sound Regulations: Please refrain from using microphones, loudhailer and so on. Please apply to the organizer’s office in advance if you would like to use any audio equipment.

*There may be changes depending on oncoming government guidelines, etc.