



The 31st

One of the largest scuba diving event in Asia!

MARINE DIVING FAIR 2023

2023 marks the 31st 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.

Invitation to Sponsorship & Exhibition

April 7(Fri) ~ 9 (Sun), 2023

**Sunshine City Convention Center Ikebukuro,
Tokyo, JAPAN**

Contact: Marine Creative Co., Ltd (Organizer)

E-MAIL: info@marine-creative.com

The 31st One of the largest scuba diving event in Asia Marine Diving Fair

Join us for your business in Japan

Event Outline

Title: Marine Diving Fair 2023

Date & Time: April 7 (Fri) ~ 9 (Sun), 2023
10:00~17:00 (Friday closing at 18:00)

Venue: Sunshine City Convention Center Hall C or D
Ikebukuro, Tokyo, JAPAN

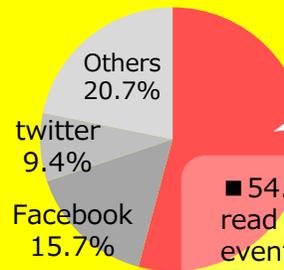
Admission Fee: FREE

Organizer: Marine Diving Fair Committee

Cosponsor: MARINE CREATIVE CO., LTD.

Construction: FUJIYA CO.,LTD.

The reason visitors coming to "Marine Diving Fair"



Marine Diving Web for
1,250,000UU per year
54.2%

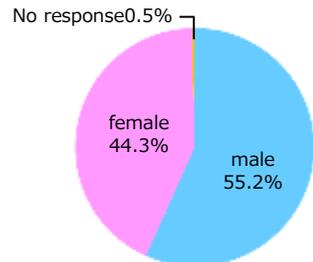
■ 54.2% of visitors coming to "Marine Diving Fair" to read "Marine Diving Web". Many information for this event has reached to enormous diver and resorter.
■ Real event "Marine Diving Fair"+ online "Marine Diving Web"=You can approach to consumer to use 2 powerful cross-media.

▶ For details, check page 5.

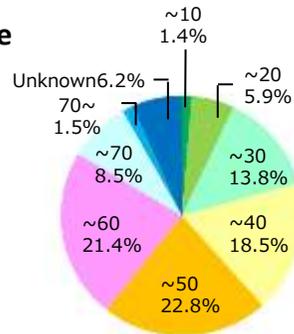
Visitors Data

*2022

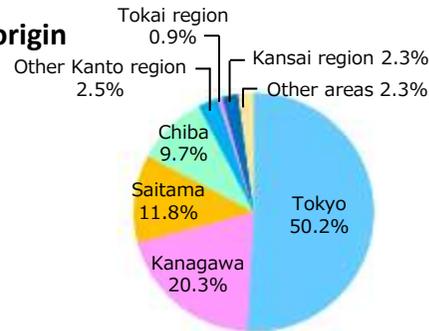
gender



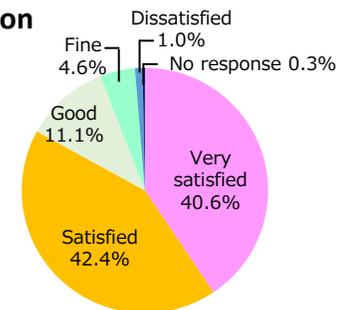
age



origin



satisfaction



*2022 achievements

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!"

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...

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.



UNDERWATER PHOTOGRAPHY

Exhibiting area for underwater photography equipment.



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.



STAGE & SEMINAR

Fun programs and seminars attract many audiences every year.



DIVE SCHOOLS

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



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.



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/>



Your Exhibition Presence will be Promoted Widely to the Dive Market! Magazines, Websites and Social Medias, etc.

Total

52,542 readers!

Readers of the Marine Diving Email Newsletters

About **27,000** readers

(Data from June 2022)

Facebook Followers

14,275 followers (June 2022)

Twitter Followers

11,267 followers (June 2022)

Visitors of the Marine Diving Fair



Exhibiting in
Marine Diving Fair



Promotion in
Multiple Media

Marine Diving Fair
Official Website



Marine Diving Web for
1,250,000UU per year

**Marine
Diving Web**

(Data from June 2022)

Booth Prices and Measurements

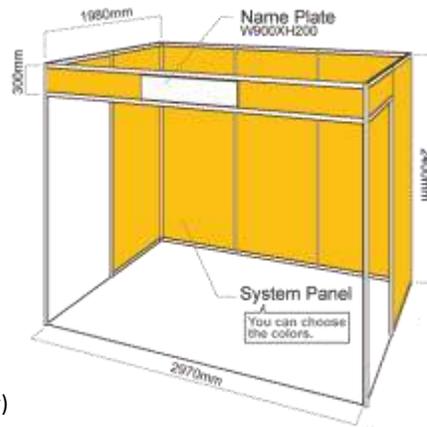
Booth

1 booth / 6m²
(W3m × D2m × H2.4m)

Exhibition fee includes:

- Name board
- System panel
- 5 Exhibitor badge / booth

Example of colored paneled booth (Yellow)



Colored Paneled Booth



(Color examples)

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)

Recommended

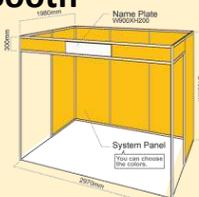
Package Price

We are offering special price for participating in Marine Diving Fair and advertorial on Marine Diving Web Set and reasonable price.

Marine Diving Fair 2023 Colored Paneled Booth

1 booth / 6m²
(W3m × D2m × H2.4m)

April 7~9, 2023
at Sunshine City,
Ikebukuro, TOKYO



Participation & Marine Diving Web PR

836,000yen (Including tax)

Marine Diving Web advertorial

around the end of March~May 2023



Equipment Options

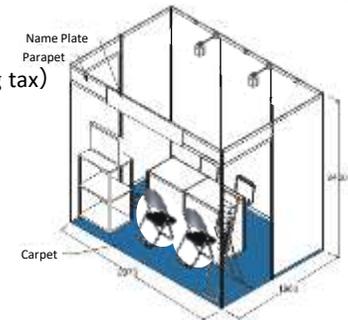
Less work for yourself !

Option A

1 Booth + **198,000yen** (Including tax)

comes with

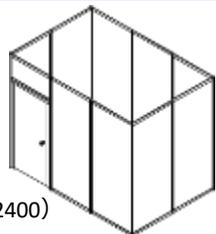
- Carpet (Choose from red, blue, green, grey)
- 1 Wall socket (500W)
- 2 Arm spotlights (100W)
- 1 Table with cloth
- 4 Folding chairs
- 1 Brochure stand
- 21inch TV monitor + TV stand & DVD player



Stock Room

● **104,500yen** (Including tax)

- 1 booth / 5.8m²
 - Door with lock
- (W2970 × D1980 × H2400)



Other

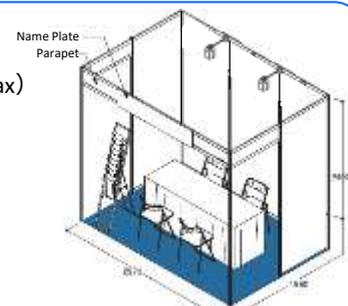
Please contact us if you would like to participate without booth reservation. (Special cooperation, presentation at stage, etc.)

Option B

1 Booth + **99,000yen** (Including tax)

comes with

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



Marine Diving Fair 2023

COVID-19 Infection Control Measures (Plans) *There may be changes depending on oncoming government guidelines, etc.

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

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.)

OTHER

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 visitors

1. Registration in advance.
Name and either E-mail address or mobile phone number is needed as an emergency contact information in case of COVID-19 outbreak at the event. If there is an outbreak, this personal information may be disclosed to identify the route of infection. To avoid visitor concentration, we ask that the visitors make an advance reservation which includes the time of entry.
2. Registration at any time before entering the venue
3. Keeping social distance of at least 1 meter when lining up at the entrance. Please let Marine Diving Fair staffs wearing masks or face shields to check the body temperature and sanitize. Anyone with body temperature of 37.5 degrees Celsius or higher is not allowed in the venue
4. Wearing of a mask or a face shield
5. 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.)

Notice & Request (For Exhibitors)

- **Cancellation Policy:** Cancellation fee before November 30, 2022: 33,000yen
Cancellation fee after December 1, 2022:
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.

If you agree to the guidelines below and would like to apply, please submit the application form.
Thank you for your cooperation.

- **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.