



The 35th

One of the largest scuba diving event in Asia!

MARINE DIVING FAIR 2027

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 Asia. We are convinced that joining us will be a great opportunity for your business.

Invitation to Sponsorship & Exhibition

April 2(Fri) ~ 4 (Sun), 2027

Sunshine City Convention Center Ikebukuro, Tokyo, JAPAN

Japan's diving market is NO.1 in Asia!

◎ 2000 diving stores

◎ Japanese manufacturers such as TUSA, Gull, SEA&SEA, etc.

◎ About 80 member stores exhibiting in addition to the world's number one PADI exhibitor

◎ Has many world-famous diving areas represented by Okinawa

Contact: Marine Creative Co., Ltd (Organizer)

E-MAIL: info@marine-creative.com

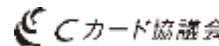
Marine Diving Fair official site
<https://en.marinediving.com/mdf/>



Supported



Cooperated



The 35th One of the largest scuba diving event in Asia Marine Diving Fair2027

Join us for your business in Japan

Event Outline

Title: Marine Diving Fair 2027

Date & Time: April 2 (Fri) ~ 4 (Sun), 2027

10:00~17:00 (Friday closing at 18:00)

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

Admission Fee: FREE

Organizer: Marine Diving Fair Committee

Cosponsor: MARINE CREATIVE CO., LTD.

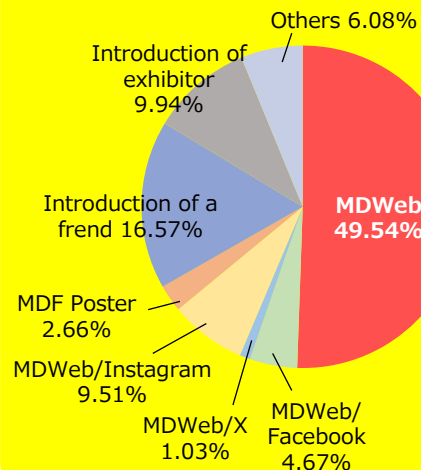
Construction: FUJIYA CO.,LTD.

Supported: JATA(Japan Association of Travel Agents)

Cooperated : Japan Scuba Diving Association,
Japan Marine Recreation Association,
Leisure Diving Certification Promotion Council

The reason visitors coming to "Marine Diving Fair"

[How did you find out about this Marine Diving Fair?]



**Marine Diving Web/SNS for
1,250,000UU per year
64.75%**

Unparalleled ability to attract customers!

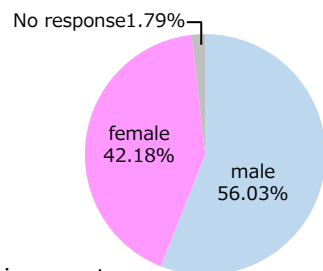
■ Real event "Marine Diving Fair"+ online
"Marine Diving Web"=You can approach to
consumer to use 2 powerful cross-media.

▶ For details, check page 5.

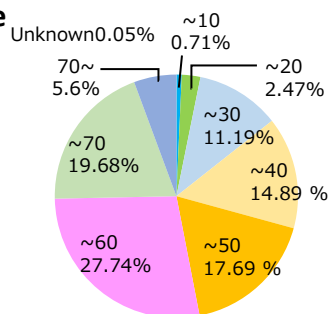
Visitors Data

*2026

gender

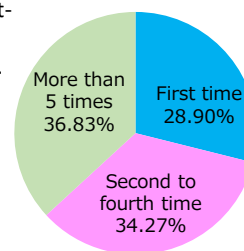


age



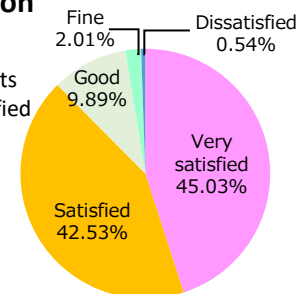
Number of visits

28.90% of first-time visitors are beginners.



satisfaction

87.56% of respondents were satisfied with the service.



*2026 achievements

Visitor Voices

*translated from Japanese

1:Had a great time 2:Planned this year's diving trips 3:Obtained information directly from local staff 4:Received advice on diving equipment 5:Enjoyed the underwater photography seminar 6:Purchased diving gear 7:Signed up for a fun dive 8:Enrolled in a certification course

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.



ENVIRONMENT ZONE

Zone for SDGs from the ocean. Introduces activities to protect the oceans.



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://marinediving.com/mdf/report2026/>



*There may be changes in the division of exhibiting areas

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

E-mail magazine

Number of subscribers to "Marine Diving"
e-newsletter: **42,686**

SNS

Official Facebook followers **17,450**
Official X followers **15,373**
Official Instagram followers **15,313**

Total

90,822 readers!
(2026-June)



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**

Booth Prices and Measurements

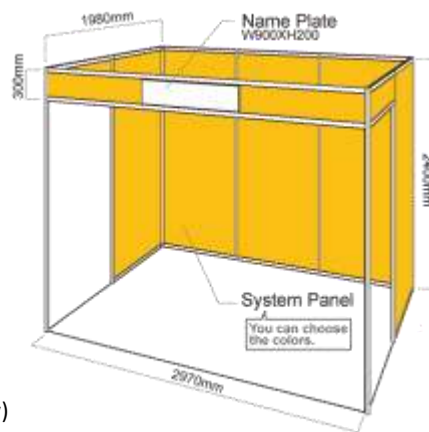
Booth

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.

487,300 yen /booth

(Including tax)

White Paneled Booth or space reservation only

432,300 yen /booth

(Including tax)

Recommended

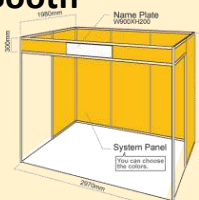
Package Price

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

Marine Diving Fair 2027 Colored Paneled Booth

1 booth / 6m²
(W3m×D2m×H2.4m)

**April 2~4, 2027
at Sunshine City,
Ikebukuro, TOKYO**



Marine Diving Web advertorial around the end of March~May 2027



Participation & Marine Diving Web PR

850,300yen (Including tax)

Equipment Options

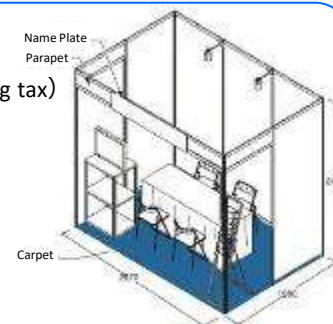
Less work for yourself !

Option A

1 Booth + 218,900yen (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
- Including application agent fee

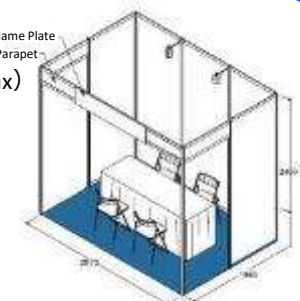


Option B

1 Booth + 108,900yen (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
- Including application agent fee

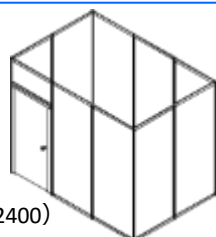


Stock Room

107,800yen (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.)

Notice & Request (For Exhibitors)

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

● Cancellation Policy:

Cancellation fee before November 30, 2026: 33,000yen

Cancellation fee after December 1, 2026:

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:** Only exhibitors may sell their products in the booth. However, the organizer reserves the right to cancel the sale of products deemed inappropriate. For detailed regulations and application procedures, please contact the organizer.

● 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.

● 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.