



The 32nd

One of the largest scuba diving event in Asia!

MARINE DIVING FAIR 2024

2024 marks the 32nd 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 5(Fri) ~ 7 (Sun), 2024

Sunshine City Convention Center Ikebukuro,
Tokyo, JAPAN

Contact: Marine Creative Co., Ltd (Organizer)

E-MAIL: info@marine-creative.com

The 32nd 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 2024

Date & Time: April 5 (Fri) ~ 7 (Sun), 2024
10:00~17:00 (Friday closing at 18:00)

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

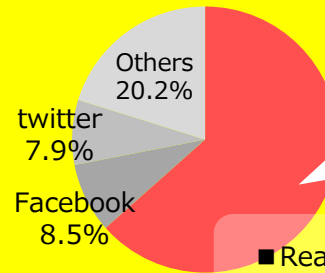
Admission Fee: FREE

Organizer: Marine Diving Fair Committee

Cosponsor: MARINE CREATIVE CO., LTD.

Construction: FUJIYA CO.,LTD.

The reason visitors coming to "Marine Diving Fair"



Marine Diving Web for
1,250,000UU per year
63.5%

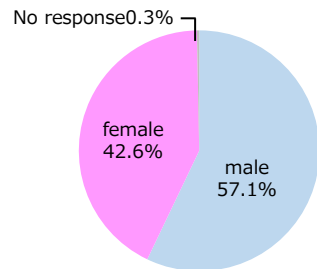
■ Real event "Marine Diving Fair"+ online "Marine Diving Web"=You can approach to consumer to use 2 powerful cross-media.

▶ For details, check page 5.

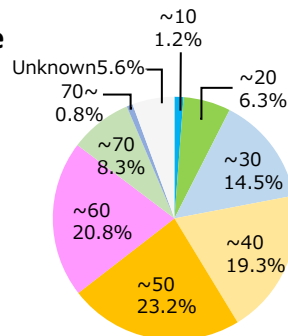
Visitors Data

*2023

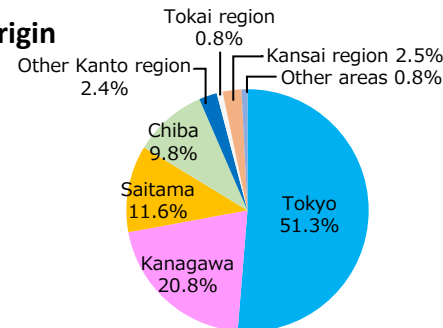
gender



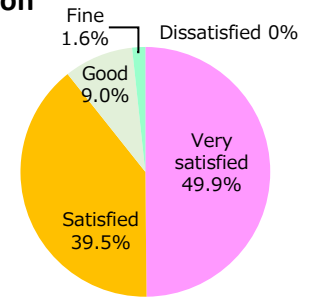
age



origin



satisfaction



*2022 achievements

Visitor Voices

*translated from Japanese

I am a resort diver, but I communicate with a store in Kanto and go for a fun dive. /It was the first time in a long time to be so lively and exciting. / Since the exhibition was widely exhibited both domestically and internationally, I had a chance to learn about diving spots I didn't know. I was very satisfied! / There were more stores than last year and I could see many exhibits! / I want to revive overseas diving! / I have only done experience diving, so I want to get a license. / It was good to be able to talk directly with people from distant dive stores. / It was lively and exciting! It made me want to start diving. / I am interested in diving abroad, so I was very satisfied to get information about many countries at once. I can get the information I want to know accurately, so it's very useful. / I enjoyed the wide range of booths from camera manufacturers to dive stores.

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://marinedivingfair.com/>



*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.



Booth Prices and Measurements

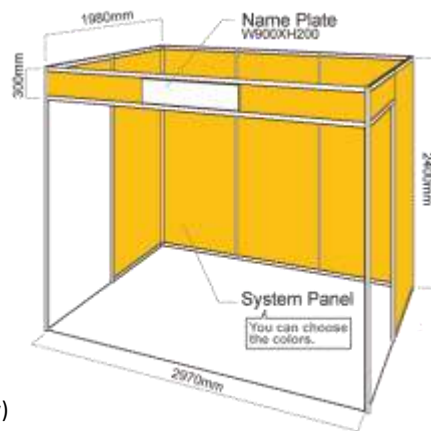
Booth

1 booth / 6m²
(W3m x D2m x 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.

478,500 yen /booth

(Including tax)

White Paneled Booth or space reservation only

423,500 yen /booth

(Including tax)

Recommended

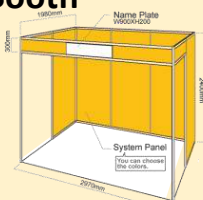
Package Price

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

Marine Diving Fair 2024 Colored Paneled Booth

1 booth / 6m²
(W3m x D2m x H2.4m)

April 5~7, 2024
at Sunshine City,
Ikebukuro, TOKYO



Participation & Marine Diving Web PR

841,500yen (Including tax)

Marine Diving Web advertorial around the end of March~May 2024



Equipment Options

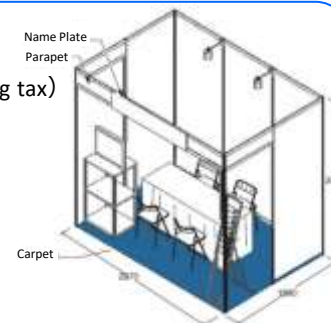
Less work for yourself !

Option A

1 Booth + **203,500yen** (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
- Including application agent fee

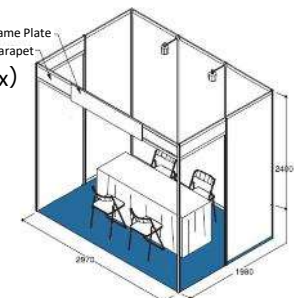


Option B

1 Booth + **104,500yen** (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

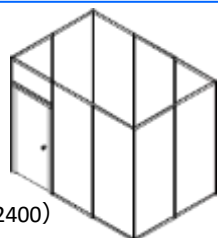


Stock Room

● **104,500yen** (Including tax)

- 1 booth / 5.8m²
- Door with lock

(W2970 x D1980 x 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, 2023: 33,000yen

Cancellation fee after December 1, 2023:

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.